

	BQA NCQF QUALIFICATION TEMPLATE	Document No.	DNCQF.QIDD.GD02
		Issue No.	01
		Effective Date	04/02/2020

SECTION A: QUALIFICATION DETAILS

QUALIFICATION DEVELOPER (S)		Imperial School of Business and Science										
TITLE	Certificate V in Advertising										NCQF LEVEL	5
FIELD	Business, Commerce and Management Studies			SUB-FIELD			Advertising			CREDIT VALUE		120
New Qualification					✓		Review of Existing Qualification					
SUB-FRAMEWORK		General Education			✓		TVET			Higher Education		
QUALIFICATION TYPE	Certificate	I	II	III	IV	V	✓		Diploma	Bachelor		
	Bachelor Honours			Post Graduate Certificate					Post Graduate Diploma			
	Masters							Doctorate/ PhD				

RATIONALE AND PURPOSE OF THE QUALIFICATION

RATIONALE:

The field of advertising is crucial in developing countries such as Botswana. The activities of advertising professionals have a major impact on the profitability and efficiency of all types of organisations. Botswana is in the heart of Southern Africa and therefore it gives the nation a geographical advantage to become the hub of advertising. The modules in the qualification such as Advertising principles, Fundamentals of Design, Fundamentals of Typography, Basics of Accounting, Computer Applications and effective communication skills will equip the learners to engage themselves as sales agents, brokers of selling advertising space to business and individuals, create media presentations in the advertising industry. The stakeholder survey among the

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industrial and potential business personals in line with the need analysis of the qualification revealed the fact that this qualification is most needed in the current Botswana market.

Human Resource Development Council (HRDC, 2018) has identified 12 key sectors of economy, which are derived from the national strategies and priorities such as the Economic Diversification Drive Botswana. Advertising is an identified crucial field under which demonstrates the need of this qualification in the Botswana market (BHRDS Fair and Career Clinics 2018. Pages 78-84. This Qualification will equip students with the knowledge and skills to work in a range of industries including advertising agencies, radio, television and internet publishing.

Furthermore, the President of Botswana has recently unveiled an Economic Stimulus Programme (ESP) (*ESP Launch BOPA 2016, Daily News. <http://www.dailynews.gov.bw/news-details.php?nid=26093>*) a strategy for employment and Growth whose objective is to stimulate the economy for the coming years. This package focuses on certain industries in the country and one of the areas is in Advertising.


PURPOSE:

This Qualification is designed to equip the candidates with a broad range of knowledge and skills in the art of advertising and getting an insight in integrating technology in advertising.

The Purposes of this Qualification are to equip students with skills and knowledge to:

- Demonstrate advertising skills to conduct various advertising campaigns with the knowledge of advertising and marketing concepts.
- Implement effective advertising communication skills in the overall framework delivery of corporate and advertising objectives.
- Develop skills necessary to identify, anticipate and satisfy customers' needs profitably by developing advertising management campaigns.
- Identify and analyse market opportunities.
- Implement ethical and legal aspects in the activities of advertising.

ENTRY REQUIREMENTS (including access and inclusion)

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Entry Requirements:

Prospective learners will be admitted to Certificate in Advertising Qualification on account of having satisfied the entry requirements for the level they apply for.


Entry Requirement to Year 1 Semester 1, in Certificate in Advertising:

- Candidates who have successfully completed Certificate IV, NCQF Level 4 (General Education or TVET), or Certificate IV, or equivalent.
- Applicants who do not meet the above criteria but possess relevant industry experience may be considered through Recognition of Prior Learning (RPL) and Credit Accumulation and Transfer (CAT) policies for access. This is applicable with respect to the ETP's guidelines in aligned with BQA national policy.

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SECTION B	QUALIFICATION SPECIFICATION
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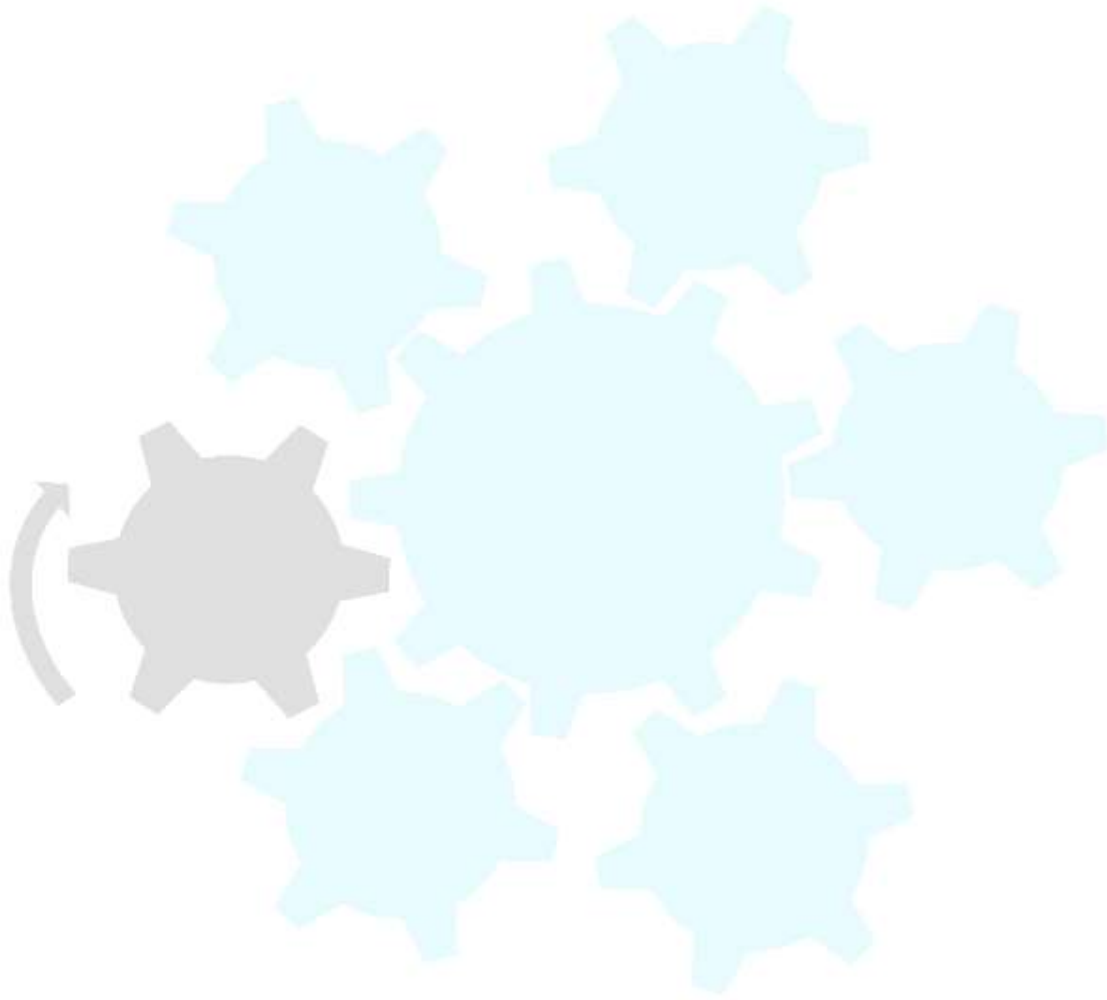
GRADUATE PROFILE (LEARNING OUTCOMES)	ASSESSMENT CRITERIA
<p>On successful completion of the Qualification, the learners shall be able to:</p> <p>1. Communicate with national and international clients pertaining business matters effectively.</p> 	<p>Learners ability to</p> <p>1.1. Respond verbally, in writing or through any appropriate medium more effectively to the queries and concerns of national as well as international business Clients.</p> <p>1.2. Execute skills in writing effective mails, Comprehensive business letters and persuasive articles.</p> <p>1.3. Employ skills in editing and tailoring the matters for advertisements as per the suggestions and requirements of the customers.</p>
<p>2. Demonstrate the skills to implement visual and lasting impression of a product / service through the art of advertising.</p>	<p>2.1. Implement the skills to give visual impact to the pieces of advertising as per the interests of the clients.</p> <p>2.2. Execute specialised skills in creating brand awareness for the products and services of different companies.</p> <p>2.3. Apply the skills in placing the documents and pictures to create visual impact.</p>
<p>3. Demonstrate the skills to co-ordinate marketing teams for ensuring customer satisfaction.</p>	<p>3.1. Execute specialized skills in building up and maintaining customer relationship.</p> <p>3.2. Implement strategies to satisfy the needs and wants of customers at a workplace.</p>

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	<p>3.3. Demonstrate skills to manage different types of customers at a workplace.</p> <p>3.4. Execute strategies to create rapport among the customers at a workplace.</p>
<p>4. Apply the strategies for campaign and promotional activities.</p>	<p>4.1. Execute specialised skills to promote Sales through different promotional activities for a company.</p> <p>4.2. Apply skill to conduct campaigns for building up public relations.</p> <p>4.3. Execute skills to plan successful promotional campaigns to stimulate the recipients according to the budget and the nature of products or services.</p>
<p>5. Understand the contemporary issues in Advertising and implement technical knowledge, concepts and principles, and standard codes of practice and ethical conformity in the practice of advertising.</p>	<p>5.1. Manage issues pertaining the ethical practices when designing advertisement programmes for a company.</p> <p>5.2. Establish the principles of ethical conformity in a workplace.</p> <p>5.3. Apply the principles of advertising ethics to safeguard interest of the corporates as well as the rights of the customer.</p>
<p>6. Understand the concept of Typography and apply It in the art of advertising.</p>	<p>6.1. Execute the concept of Typography in the art of Advertising.</p> <p>6.2. identify appropriate fonts in designing a piece of advertisement.</p> <p>6.3. Execute the key rules of typography to modify an article more impressive and catching.</p>

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SECTION C	QUALIFICATION STRUCTURE				
COMPONENT	TITLE	Credits Per Relevant NCQF Level			Total <i>(Per Subject/ Course/ Module/ Units)</i>
		Level [4]	Level [5]	Level [6]	120
FUNDAMENTAL COMPONENT <i>Subjects/ Courses/ Modules/Units</i>	Introduction to Business Communication	10			10
	Introduction to Computer Applications	10			10
CORE COMPONENT <i>Subjects/Courses/ Modules/Units</i>	Advertising Principles		12		12
	Customer Service		12		12
	Principles of Marketing		12		12
	Public Relations		12		12
	Fundamentals of Design			14	14
	Fundamentals of Typography		12		12
	Introduction to Accounting			14	14
	Sales Management		12		12

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ELECTIVE/ OPTIONAL COMPONENT <i>Subjects/Courses/ Modules/Units</i>	(N/A)				
	(N/A)				

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SUMMARY OF CREDIT DISTRIBUTION FOR EACH COMPONENT PER NCQF LEVEL

TOTAL CREDITS PER NCQF LEVEL

<i>NCQF Level</i>	<i>Credit Value</i>
4	20
5	72
6	28
TOTAL CREDITS	120

Rules of Combination:
(Please Indicate combinations for the different constituent components of the qualification)

Rules of Combination is not applicable for the qualification Certificate in Advertising. There are no pre-requisites and elective modules in the qualifications. Students are expected to do all the modules to complete the qualifications.

Credit Distribution:

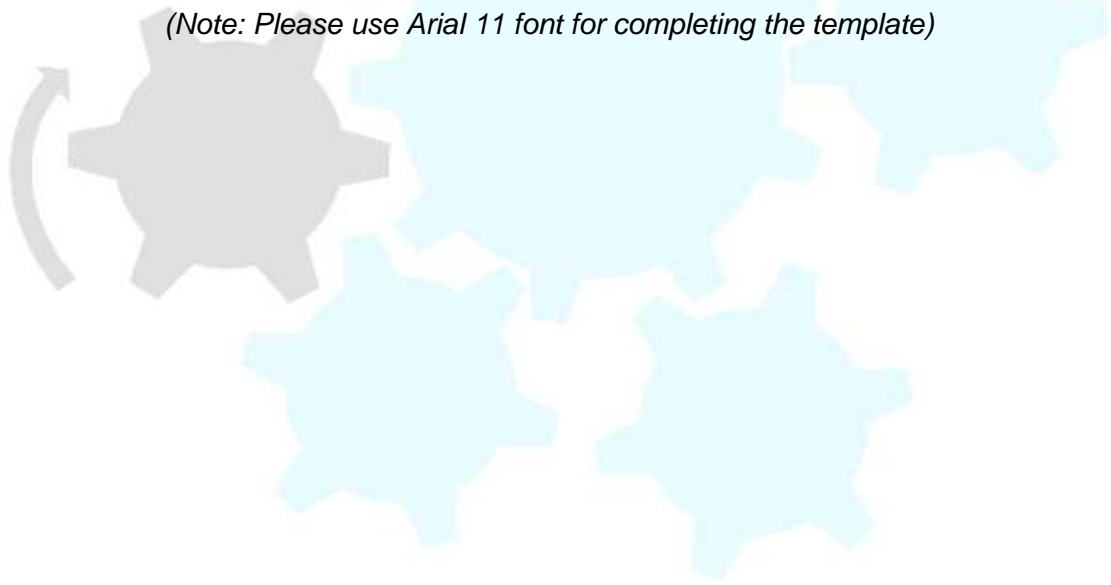
The credit distribution for Level 4 and Level 5 of the Qualification Certificate in Advertising.

Level 4 Modules	20 Credits
Level 5 Modules	72 Credits
Level 6 Modules	28 Credits
Total Number of Credits	120 Credits

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The credit distribution of Fundamental and Core of the Qualification Certificate in Advertising.	
Fundamental Modules	20 Credits.
Core Modules	100 Credits.
Total Number of Credits	120 Credits

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ASSESSMENT ARRANGEMENTS

Types of Assessment.

Formative Exams:

Formative examinations will be conducted monthly to assess the progress of the learners. Feedback will be provided to the learners followed by the classroom discussions. 75% of weightage from the formative examinations will be contributed to the final examination to complete the qualification.

Summative (Final Exams):

Final examination will be conducted on completion of the modules. All the outcomes of the module will be assessed in the final examination. Final examination will contribute 25 % to the Final Mark. A weighted aggregate score of 50% across the Continuous Assessments including the final examination and a minimum 50% in the Final examination are the requirements to Pass a module.


MODERATION ARRANGEMENTS

There will be internal and external moderation for the qualification. Assessors and moderators must be BQA registered and accredited. Both internal and external moderation will be done in line with the moderation policy of the ETP.

RECOGNITION OF PRIOR LEARNING

Recognition of Prior Learning (RPL) and Credit Accumulation and Transfer (CAT)

Recognition of Prior Learning (RPL) refers to the principles and processes through which the prior knowledge and skills of a person are made visible, mediated and rigorously assessed and moderated for the purposes of alternative access and admission, recognition and certification, or further learning and development. Candidates may submit evidence of prior learning and current competence and / or undergo appropriate forms of RPL assessment for the award of credits towards the qualification in accordance with applicable RPL policies

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and relevant national-level policy and legislative framework. Implementation of RPL shall also be consistent with requirements, if any, prescribed for the field or sub-field of study by relevant national, regional or international professional bodies.

CREDIT ACCUMULATION AND TRANSFER

The recognition of credits for the purposes of transfer from one qualification to another is determined by the nature of the qualifications, the relationship between them, the nature, complexity, and extent of the curricula associated with the specific subjects to be recognized for exemption and/or inclusion, and the nature of the assessment used.


Any and all credits for an incomplete qualification are recognised by the same or a different institution as meeting part of the requirements for a different qualification; or may be recognised by a different institution as meeting part of the requirements for the same qualification. A maximum of 50% of the credits of a completed qualification may be transferred to another qualification. This practice seeks to protect the integrity of qualifications by ensuring that the exception does not become the norm. Credits obtained from studies that do not lead to full qualification (for example, non-degree studies) are counted for credit accumulation. ISBS modules are usually 12 credits each, if the student has modules in his / her transcript that are between 7-9 credits, then that student would be required to write entrance tests for the respective module in order to transfer their credits or obtain exemptions. If the student has modules in his / her transcript that are less than 8 credits, then that module will not be given any exemption, nor any credits will be transferred.

PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)

Vertical Inter-Institutional Articulation and Progression Arrangement.

Students who have completed their Certificate V in Advertising could progress into,

1. Diploma in Advertising

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2. Diploma in Marketing
3. Diploma in Public Relations

Horizontal or Diagonal Inter-Institutional Articulation and Progression Arrangement.

Students who are pursuing their Certificate V in Advertising could also progress into

1. Certificate V in Advertising
2. Certificate V in Marketing
3. Certificate V in Public Relations

Employment Pathway:

The following are the employment pathways for a graduate who has successfully completed this qualification:

- Assistant supervisor in Advertising / Marketing or the field of Public Relations.
- Self-employed / freelance advertising assistant.


QUALIFICATION AWARD AND CERTIFICATION

After passing all modules in the qualification and obtaining 120 credits, the student can successfully be awarded a certificate in the qualification Certificate in V Advertising.

A certificate and transcripts of result will be issued as well.

REGIONAL AND INTERNATIONAL COMPARABILITY

Certificate in Advertising Qualification was benchmarked with similar qualifications Certificate in Advertising Design offered regionally by Sessions College, South Africa, Internationally by Boston City College, UK. The content covered and the duration of the qualification is easily comparable with other similar qualifications.

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Institutions on comparison:

1. Sessions College, South Africa
2. Boston City College, UK

Summary:

Similarities:

- Learning outcomes / Units of the comparable qualifications are almost similar. All of them equip learners with a range of knowledge and skills to develop skills in advertising and marketing and develop through knowledge on the principle of advertising and the ethical issues.
- All the two short courses have no pre-requisites.
- Entry requirements are similar.
- Level of qualifications are similar.
- Credit points are similar.
- All the qualifications addressed the core modules / outcomes.

Differences:

There is no significant difference that could be traced in the submitted qualification with respect to other qualifications.

REVIEW PERIOD

The Qualification will be reviewed thoroughly every 5 years.

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