



BCONSULT

Further Education Training Certificate

ADVERTISING

NQF Level 4 | SAQA ID 50479 | 148 Points | 12 Months

Advertising – NQF Level 4

SAQA ID: 50479 | Credits: 148 | Duration: 12-month | QCTO Learnership

1. Course Overview

The Further Education and Training Certificate: Advertising (SAQA ID 50479, NQF Level 4) is designed to equip learners with the essential skills and knowledge required to perform effectively in entry-level roles within the advertising and marketing communications industry. This qualification introduces learners to the advertising environment, enabling them to understand agency operations, client relations, and creative and strategic processes. Learners gain competence in communication, teamwork, client service, production support, and problem-solving, while developing a strong sense of professionalism, ethics, and industry standards. Graduates are prepared for employment in a wide range of advertising-related functions and for progression to higher-level qualifications within marketing, communication, or creative industries.

2. Learning Outcomes

On completion of this programme, learners will be able to:

- Communicate effectively with advertising agency stakeholders in two languages using appropriate media and technologies.
- Apply mathematical concepts to advertising and business-related activities.
- Demonstrate ethical conduct and adherence to industry standards and practices.
- Describe advertising client requirements, products, and business systems in competitive environments.
- Fulfil specific roles and responsibilities within advertising teams to meet project and client objectives.
- Identify and describe areas of specialisation in the advertising industry.

3. A Qualified Learner Will Be Able To:

- Communicate clearly and professionally with clients, colleagues, and external stakeholders.
- Apply mathematical literacy to budgeting, scheduling, and reporting functions in advertising.
- Demonstrate professional conduct and uphold advertising ethics and etiquette.
- Understand the business dynamics of advertising and the role of creativity in driving value.
- Operate effectively within a team and contribute meaningfully to collaborative projects.
- Select and pursue an area of specialisation within the advertising industry, such as art direction, media, traffic, production, or client service.
- Use information technology tools to manage advertising data, documents, and communication effectively.
- Conduct research and gather market or client information to inform strategic advertising decisions.

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Entry Requirements

Learners are assumed to have achieved the following prior to entry:

- **Communication at NQF Level 3**
- **Mathematical Literacy at NQF Level 3**

Access to the qualification is open, provided that the above learning is in place.

Recognition of Prior Learning (RPL):

This qualification may be achieved in part or in full through RPL. Learners may present evidence of prior learning, including work experience, portfolios, or previous qualifications, which will be assessed according to the principles of fairness, validity, and reliability.

4. International Comparability

While the South African advertising industry is smaller in scale, it is globally recognised for its innovation and creativity. Comparable qualifications internationally are generally positioned at higher levels, with entry-level roles in the United States and Europe requiring training equivalent to NQF Level 5 or higher.

The South African FETC: Advertising provides a unique local entry point into the advertising field, offering foundational competence not typically available internationally. This qualification bridges the gap to higher-level learning and aligns with international standards by integrating creative, strategic, and administrative aspects of advertising operations.

Comparable programmes include:

- **UK:** Level 3 Certificate in Advertising and Promotion; Level 3 Certificate in Advertising Design and Art Direction.
- **USA:** Entry-level training for Assistant Account Executives, Media Researchers, and Art Assistants.
- **Namibia and Botswana:** Focused on Visual Arts and Multi-Media, typically offered at degree level.

5. Occupational Trainer – NQF Level 4 Certification

This qualification is registered as a Further Education and Training Certificate (FETC) at NQF Level 4, positioned within the Occupational Qualifications Sub-Framework (OQSF).

It serves as a foundational step toward the Higher Occupational Certificate: Advertiser (NQF Level 5, SAQA ID 121447) and other advanced occupational certificates or diplomas in Marketing, Communication, and Creative Media.

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6. Potential Career Opportunities

Graduates of this qualification can pursue roles such as:

- Advertising Assistant
- Brand or Category Assistant
- Client Service or Account Executive Assistant
- Media Analyst or Media Assistant
- Traffic Coordinator or Production Assistant
- Strategy or Research Data Gatherer
- Creative or Art Director's Secretary
- Art Buyer or Artist Assistant
- Archiving or Data Administration Clerk
- Project or Production Accounts Assistant

This qualification also prepares learners for entrepreneurial opportunities and freelance work in advertising and media production.

7. Learning Options

The **Further Education and Training Certificate: Advertising** may be offered through the following modes of learning:

- **Full-Time Learning:** Structured, classroom-based delivery with workplace exposure or simulated environments.
- **Part-Time Learning:** Modular or block release learning suitable for employed learners.
- **Blended Learning:** Combination of face-to-face and online instruction with practical projects.
- **Recognition of Prior Learning (RPL):** Assessment-based route for learners with prior industry experience.

Accredited training providers deliver this qualification under the quality assurance of the **MICT SETA (Media, Information and Communication Technologies SETA)**. All assessments are conducted in line with the principles of integrated assessment, ensuring both theoretical understanding and practical competence.

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