



**aaa  
school of  
advertising**

**2026 Student Code of  
Conduct**

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## Message from the Group Chief Academic Officer

Dear student,

### **Welcome to AAA School of Advertising!**

It is indeed our pleasure and privilege to have you as an Undergraduate student at AAA School of Advertising. At AAA School of Advertising, we strive for excellence, creativity, innovation, diversity, growth, kindness, and holistic wellness.

This Undergraduate Student Code of Conduct book (hereafter referred to as 'Code of Conduct') aims to guide your academic journey until you graduate. Please ensure that you familiarise yourself with the information in this rulebook, as all students are required to acquaint themselves thoroughly with its content.

The Code of Conduct should provide answers to any questions you might have on admission, registration, study periods, examinations and the disciplinary code for general conduct, procedures and policies in your academic journey. You must read these general rules and regulations in conjunction with the relevant Faculty yearbook for more Faculty-specific information.

We shall strive to ensure you have an enjoyable academic experience.

Kind regards,

**Shireen Chengadu**

Group Chief Academic Officer

## 1. CODE OF CONDUCT FOR UNDERGRADUATE STUDENTS

The Undergraduate Student Code of Conduct is guided and informed by academic integrity, honesty and appropriate behaviour within the Institutional context. The Code of Conduct provides for corrective and punitive measures to be applied in appropriate circumstances. It aims to guide students to correct behaviour where necessary. Additionally, the Code of Conduct promotes the fair and lawful adjudication of disciplinary enquiries and the imposition of appropriate corrective measures.

A specific objective of the Code of Conduct is to initiate and finalise all disciplinary proceedings as speedily as possible without undue delay in the interest of both students and the Institution. In terms of this Code of Conduct, the Institution shall implement all reasonable measures to protect the interests of students, staff members, contractors and members of the public, on all its campuses or other premises. The Code of Conduct also has as its objective the promotion and protection of the Institution's interests as an educational Institution.

### 1.1 Definition of Misconduct

Upon signing an official registration form, every student, becomes subject to rules of the Institution ("the rules"). The rules are also found in the prospectus, exam writing material, Logbooks and memos issued.

The Oxford English Dictionary defines misconduct, inter alia, as "*unacceptable or improper behaviour*". This section lists the various types of unacceptable behaviour which is considered as misconduct.

The following acts are categorised as misconduct if a student:

- (a) Contravenes or attempts to contravene any instruction, regulation, rule or directive of the Institution;
- (b) Refuses to obey any lawful instruction or request by any council member, lecturer, contractor, staff member or security officer of the Institution, or any other person who is by law in a position of authority or to whom authority is delegated by the Institution, or acts contrary to such instruction or request;

- (c) Is guilty of intentional or negligent conduct which results in:
  - i. the good name of the Institution being brought into disrepute or otherwise compromised;
  - ii. the maintenance of order and discipline at the Institution being prejudiced or otherwise compromised;
  - iii. the proper course of teaching, research and/or community service at the Institution being prejudiced or otherwise compromised;
- (d) Unlawfully infringes another person's Human Rights as contained in the Bill of Rights, Chapter 2 of the Constitution, 1996;
- (e) Performs an act which is an offence in terms of South African law and such an act is prejudicial to the Institution or its staff, guests, contractors or fellow students;
- (f) Infringes an individual, Institution or any other copyright or any other intellectual property right, including but not limited to plagiarism;
- (g) Acts in a dishonest manner or attempts to act in a dishonest manner, which includes any form of conduct involving deception, for example, theft, unauthorized possession of property, bribery, fraud, forgery or giving false or misleading statements. (These acts do not constitute a closed list of possible transgressions involving dishonesty for purposes of this clause);
- (h) Intimidates, assaults or attempts to assault any person or engages in fighting;
- (i) Participates in Cyber bullying
- (j) Makes any misrepresentation concerning any administrative process, which includes but is not limited to the following: misrepresentations regarding academic and other records, including degree and diploma certificates and other documents; misrepresentations regarding illness; misrepresentations made to persuade or attempt to convince the Institution to administratively act in a way that the Institution would not or probably would not have acted in the absence of such misrepresentation;
- (k) Forges a document (which includes but is not limited to generating a false document and/or presenting it as a legitimate document, changing an existing document inter alia by including false or misleading information, or forging another person's signature on any document);
- (l) Plagiarizes by stating, or implying, original authorship of someone else's written or creative work (words, images, ideas, opinions, discoveries, artwork, music, recordings, computer-generated work), and/or by incorporating such work or material, in whole or in part, into his

or her own work without properly acknowledging or citing the source;

- (m) Uses property of the Institution or under the Institution's control unlawfully or without permission, or damages such property in a manner that may give rise to liability for damages;
- (n) Enters or occupies or attempts to enter or occupy any Institution-controlled premises or building or part thereof without permission;
- (o) Conducts them self in an indecent or improper manner on the Institution or Institution-controlled premises or at an Institution-related function or activity at any location or in circumstances where he or she represents or is seen to represent the Institution, or is otherwise identified as a student of the Institution;
- (p) In any manner infringes or attempts to infringe the freedom of movement of a student, contractor or staff member of the Institution or a member of the public who is present on the Institution or Institution-controlled premises;
- (q) In contravention of the provisions of South African law or a rule of the Institution, unlawfully possesses, distributes, buys, sells, uses, and/or is under the influence of a dependency-inducing substance (such as alcohol or drugs, including but not limited to any drug as defined in section 1 of the Drugs and Drug Trafficking Act, Act No 140 of 1992 or any act that amends or replaces it) while present on the Institution or Institution- controlled premises or at an Institution-related function or activity at any location or in circumstances where he or she represents or is seen to represent the Institution, or is otherwise identified as a student of the Institution;
- (r) Accepts or attempts to obtain any benefit, information, or access to information in an inappropriate manner, which may place any student in an advantageous position academically in relation to other students in any manner whatsoever.
- (s) A student shall NOT:
  - i. Eat or drink in the computer laboratories.
  - ii. Smoke, consume alcohol or drugs on any property or premises owned or controlled by the Institution.
  - iii. Use any computer or other facilities of the Institution unless conducted under the supervision/authority of the campus/course administrator.
  - iv. Load, develop or execute any software on the Institution's computers unless they are proven to be virus free and approved by the Campus Manager/Cluster Director in writing.

- (t) A contravention of the following rules is a misdemeanor (as defined in these rules):
- i. No Student shall, while on any property owned or controlled by the Institution, or at Institution function or ceremony, behave in a noisy or riotous manner, or in such a way as to be a nuisance to other students or to any member of the staff or guests of the Institution.
  - ii. A student shall produce a Student Identity Card upon lawful request by any member of the staff;
  - iii. No member shall organize, institute or engage in any form of initiation of students, or any campus raids.

### 1.2 Sexual Harassment and Racial Discrimination

In terms of the Code of Conduct on the handling of Sexual harassment and its Anti-Discrimination Policy, the Institution strives to create a living and academic environment for each student along its non-sexist, non-racist and non-discriminatory principles. Disciplinary steps can be taken against a student who commit acts of sexual harassment and/or discrimination based on race. Upon conviction, such students can be expelled. Sexual harassment is unwelcome conduct of a sexual nature that violates the rights of a student and constitutes a barrier to equity within the Institution's community, while unfair discrimination based on race impairs a student's right to a non-discriminatory, non-racial study or living environment.

## 2. PROCEDURE IN CASE OF MISCONDUCT

In the event of an alleged transgression of this Code of Conduct, a charge of misconduct shall be laid with the Chief Academic Registrar (hereafter referred to as 'the Registrar'). The Registrar is not obliged, but reserves the right to, at any time:

- (a) Inform the parent/s or legal guardian of a student (notwithstanding the student has reached the legal age of majority), of any disciplinary investigation and/or proceedings conducted against the student in a manner which the Registrar deems appropriate under the circumstances.
- (b) If the student is a minor, the student's parent/s or legal guardian will be informed of the

proceedings and may attend the proceedings. An agreement entered with a minor will be done with the assistance of his or her parent/s or legal guardian.

- (c) The Registrar may appoint an Institutional staff member (full-time or part-time) or a person from outside the Institution with appropriate legal qualifications, who may act as an initiator in proceedings before the Disciplinary Committee.
- (d) If the Registrar believes that a formal charge of misconduct against a student is warranted, the Registrar may have such a charge formulated.

## **2.1** Applicable Sanctions

2.1.1 When a charge of having committed an offence as defined in the rules is pending against student, or when, in the opinion of the Institution, such a charge ought to be instituted against a student, or when a student has been charged with a serious crime in a court of law, the Institution may order that, until the final disposition of the charge, the student shall:

- a) Cease attending lectures or classes;
- b) Cease participating in such other activities of the Institution as may be specified; and/or
- c) Not enter the premises of the Institution or any specified part thereof.

2.1.2 Upon finding a student guilty of misconduct and having heard evidence in mitigation, the Institution may impose any one of, or a combination of the following penalties:

- (a) Reprimand the student;
- (b) Pay an amount which amounts to the actual damage caused by the student and/or to reimburse any other party for damages suffered;
- (c) Deny the student the right or privilege to register for a particular module, or revoke credit obtained in a module;
- (d) Suspend the student's registration for a specified period;
- (e) Permanently expel a student from the Institution;
- (f) Deny the student the privilege of re-registering as a student at the Institution; and

- (g) Suspend the awarding of any degree, qualification and/or other awards pending the finalization of any disciplinary proceeding or the expiry of any suspended penalty, or the receipt of payment, or compliance with any disciplinary measure or penalty.

### 3. PLAGIARISM IN STUDIES

In academic work, researchers build on the ideas of others. This is a legitimate and accepted way of doing research. Plagiarism is using someone else's ideas or words and presenting them as if they are your own. It is, therefore, a form of academic cheating, stealing or deception. Since plagiarism is an offence, all Institutions globally take a strict stance of anyone who is found guilty of plagiarism. The Institution provides you with resources on referencing techniques and avoiding plagiarism during your studies. However, it is your responsibility to act and apply this knowledge. If you are at any stage uncertain as to what is required, you should consult your lecturer before any written work is submitted.

#### 3.1 Definition of Plagiarism

Plagiarism can range from deliberate academic dishonesty to accidental academic replication and range from serious and clear forms of plagiarism to less obvious or serious instances.

Common forms of plagiarism include:

- (a) Buying or borrowing a paper and copying it;
- (b) Hiring someone to write the paper or thesis for you;
- (c) Cutting and pasting large portions of text from the web or from someone else's paper or book without any quotation marks (or clear indentation for block quotes) or proper reference to the source. The ease of cutting-and-pasting from electronic sources makes this a form of plagiarism that is particularly widespread;
- (d) Word-for-word copying of a sentence, or paragraph without any proper acknowledgement;
- (e) Direct translation into English of a paper - or large sections of writing - written in another language.
- (f) Using substantive extracts from your own earlier work without acknowledgement

- (g) Not giving sufficient credit to someone else's ideas or findings by failing to use the Institution's recommend referencing style.

#### 4. CODE OF CONDUCT FOR INFORMATION TECHNOLOGY

Misconduct related to Institution computer, network, or telecommunications systems or resources, including the following:

- (a) Unauthorized use of facilities, services, equipment, account numbers, or files, including using an account assigned to another user or providing another user with access to your account;
- (b) Reading, copying, changing, deleting, tampering with, or destruction of another user's files, software, programs, and accounts (including monitoring another user's data communications) without permission of the owner;
- (c) Use of Institution resources to interfere with the work of another student, a faculty member, or an Institution official, or that otherwise interferes with normal operation of Institution systems;
- (d) Use of computing facilities and resources in violation of copyright laws (including unauthorized downloading or sharing of copyrighted files); and
- (e) Violation of any other Institution's policy regarding computers, networks, or electronic communication.

#### 5. CODE OF CONDUCT FOR SOCIAL MEDIA USE

The following guidelines are to help guide you on your use and conduct on social media platforms. When using social media, please remember the following points:

- **Legal conduct:** Comply with the laws of the country, for example those on copyright, privacy, defamation, discrimination and harassment.
- **Ethical conduct:** only disclose and discuss information about the Institution or its activities which is not confidential and is publicly available.
- **Respectful conduct:** Understand the fact that any dissemination of undesirable conduct on social media will be attributed to you. This includes posting, liking, sharing, re-tweeting, or reacting to any social media activity that constitutes undesirable conduct.

- **Responsible conduct:** Ensure that you take reasonable steps to certify that content published is accurate and not misleading.

If a student is found guilty or if the Institution deems that the student's social media use contravenes the Code of Conduct, the Institution may take disciplinary steps should users make use of social media platforms in a manner that has a direct, indirect, or potentially negative impact on the Institution's reputation or interests.

## 6. CONCLUSION

As an Undergraduate student of the Institution, you are expected to exemplify the principles and values, to engage in socially responsible behavior, and to model exceptional conduct, character, and citizenship on campus and beyond. This Code of Conduct should be read in conjunction with all other student-related policies at the Institution and aims to guide you to successfully completing your academic journey.