

2026

Orientation Week

Day 4

OVERVIEW (MARKETING)

aaa
school of
advertising

Academic Calendar

First Semester

SEMESTER 1: 2026			
Duration	Start	Finish	Number of days
Institution opens	2 January 2026		
Release of matric results	13 January 2026		
2025 Supplementary Exam – Nov/Dec	19 January 2026	30 January 2026	10
Supplementary Exam - Release of results	9 February 2026		
Semester 1	23 February 2026	3 July 2026	
Alumni day	11 February 2026		1
Orientation	23 February 2026	26 February 2026	5
Creative & Marketing Bootcamp	23 February 2026	27 February 2026	3
Amazing Race Student Event	27 February 2026		1
Commencement of lectures	2 March 2026		
Industry badges and certifications	13 March 2026		1
Career Day	27 March 2026		1
Mental Wellness	31 March 2026		
Assignment and Brief due date 1	31 March 2026		1
Semester break	3 April 2026	6 April 2026	4
Hackathon / Entrepreneurship Week	13 April 2026	17 April 2026	5
Work readiness	20 April 2026		1
Assignment and Brief due date 2	20 April 2026		1
Creative and Marketing Bootcamps	29 April 2026		1
Continuous assessment Test	04 May 2026	20 May 2026	13
Assignment and Brief due date 3	28 May 2026		1
Assignment and Brief due date 4	1 June 2026		1
Semester 1 examination	15 June 2026	09 July 2026	16
Release of results	17 July 2026		1
Institution holidays	10 July 2026	17 July 2026	7
2026 Supplementary exam – June/July	20 July 2026	31 July 2026	10
Supplementary exam - Release of results	7 August 2026		1

Academic Calendar

Second Semester

SEMESTER 2: 2026			
Duration	Start	Finish	Number of days
Semester 2	3 August 2026	4 December 2026	
Alumni day	29 July 2026		1
Lectures commence	3 August 2026		
Creative & Marketing Bootcamp	5 August 2026		1
6-Pack in Action Challenge	21 August 2026		
Assignment and Brief due date 1	31 August 2026		1
Assignment and Brief due date 2	20 September 2026		1
Semester break	24 September 2026	30 September 2026	5
Mental Wellness	2 October 2026		1
Continuous assessment test	1 October 2026	19 October 2026	13
Brief due date 3	5 October 2026		1
Work readiness	7 October 2026		1
Research Conference	21 October 2026		1
Assignment and Brief due date 3	23 October 2026		1
Work Integrated Learning	2 November 2026		1
Semester 2 examination	16 November 2026	4 December 2026	15
Bryanston Showcase	27 November 2026		1
Cape Town Showcase	4 December 2026		1
Release of results	14 December 2026		
Semester supplementary examination	19 January 2027	30 January 2027	10

Assessment Breakdown

ASSESSMENTS	WEIGHTING
Formative: Assignment 1	20%
Formative: Semester Test (or reassessment)	20%
Summative: Examination (Supplementary)	60%
MODULE TOTAL	100%

Assignment Requirements

- The Moodle platform will provide all the necessary assignment requirements.
- Assignment results will be available to students via Moodle.
- Late Assignment Upload Penalties:
 - Instant 5% deduction from the total mark for 24 hours.
 - Further, 5% penalty for every 24 hours for three days.
 - A valid medical certificate is required to revoke a 15% penalty.
 - Medical certificates checked for validity.
- Upload the digital PDFs before the Moodle cut-off time to ensure no penalties are incurred.
- Use the correct cover page provided by the institution.

Assignment Cover Page

MODULE NAME

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Name and Surname: _____

Student ITS No: _____

Qualification: _____ Year of Study: _____ Semester: _____

Assignment due date: _____ Date submitted: _____

QUESTION	EXAMINER MARKS	MODERATOR MARKS	REMARKS

ASSIGNMENT INSTRUCTIONS

Please tick each box to confirm completion.

- Use Times New Roman font, size 12, with 1.5 line spacing throughout the document.
- Apply Harvard Referencing Style for all citations and references.

For essay-style assignments, please include the following sections:

- Table of Contents
- Introduction
- Main Body (with relevant subheadings)
- Conclusion
- References
- Submit the assignment in PDF format on Moodle.
- Use the specified cover page provided.
- Include a signed declaration of originality.

DECLARATION OF ORIGINALITY:

I hereby declare that this assignment is my own work and has not been copied from any other source except where due acknowledgment is made. I affirm that all sources used have been properly cited and that this submission complies with the institution's policies on academic integrity and plagiarism.

Student Signature: _____

Date: _____

Moodle Submission Process

- Verify all files meet format requirements
- Check file sizes against system limitations
- Ensure all files are clearly labeled
- Complete any required declaration forms

Importance of Attendance

- To succeed academically, an 80% attendance record is recommended at the AAA School of Advertising.
- Attendance is critical for understanding course material and progression
- Provides opportunities for interactive learning and peer discussions
- Enables real-time clarification of complex concepts
- Contributes to building professional discipline and time management skills

Examination and Test

- The scope of each assessment (Exam and Test) is based on the content covered from the start of lectures to the assessment date.
- Examination is Three hours
- Test is Two Hours
- The AAA School of Advertising policies, procedures, and assessment rules apply.
- Please read the instructions for each question carefully before attempting to answer.

Supplementary Exams

- The supplementary examination is offered to students who:
 - Obtain a final mark of 40-47%.
 - Students who miss exams due to illness, family bereavement, accident, or other acceptable reasons must provide supporting documentation for verification by Faculty Heads.
- If a student participated in the final examination and scored less than 40% in the final mark, then that student will not be eligible to participate in the supplementary examination and will have to re-register for the module.

Prerequisite

- If a prerequisite module/s were failed, the student is not allowed to continue with the follow-up module.
- For example, if Marketing Management 511 was failed, the student may not continue with Marketing Management 512.
- Students may successfully progress to the next year of study if they pass 50% of all their modules for the year.

Top Achievers Awards

- Topic Achievers Awards are held every semester.
- The top-performing student is awarded per qualification.
- The top-performing student is awarded per academic level.

Marketing Communication Year 1

WhatsApp Group



Thank you.

ada
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