



aaa school of advertising

2020 LIBRARY ORIENTATION

The background is a solid light green color with a repeating pattern of faint, hand-drawn school supplies. These include various pens, pencils, paper clips, a ruler, a stapler, a glue stick, and a pair of scissors, all rendered in a simple, sketchy style.

**your
librarian is...**

**LYDIA
MOLEPO**

lydiam@aaaschool.ac.za

traditional library

- * Various Periodicals and Journals
- * Reference materials
- * Prescribed textbooks
- * Guides, past exam papers
- * Photocopier

Library Hours

Mon - Fri

08:30 to 17:00

CAPE TIMES

traditional library

- * **Non-Fiction** books are arranged according to Dewey Decimal Classification system - these are on the spines.
- * **Fiction** books (novels etc.) are arranged alphabetically by the author's names.

library etiquette

The library has **computers** and separate rooms for group discussion
so you can **research** in a quiet environment.

- * Food are delicious but are not allowed in the library.
- * The library is No SMOKING zone
- * No harassing and threatening behaviour
- * Cell phones should be on 'silence' mode
- * Please do not underline or mark the library books

digital e-libraries

- * The institution has subscribed to various digital libraries to enhance research, teaching & learning.
- * These are available to staff and students online and can be used anywhere, anytime through Moodle.

The screenshot displays the AAA School of Advertising website. The browser's address bar shows the URL `learning.pctbc.co.za/AAA/`, which is circled in blue. The website header includes the AAA School of Advertising logo and navigation links for "Search Modules" and "Resources". A red brushstroke highlights the "Resources" link. A dropdown menu is open, listing various resources: Email, Office 365, PressReader, Digital Library, Digital Library User Guide, Springer eBooks, ScienceDirect, and Conferences & Events. The main content area features a large image of a laptop displaying the "conectime" platform. Overlaid on the right is a login form titled "Access to the platform" with fields for "Username" and "Password", a "Log in" button, and a link for "Forgotten your username or password?".

learning.pctbc.co.za/AAA/

WIFI PASSWORD

aaaSchool@2019CT

AAA School of Advertising

Welcome to the System of the Advertising

Resources

- Email
- Office 365
- PressReader
- Digital Library
- Digital Library User Guide
- Springer eBooks
- ScienceDirect
- Conferences & Events

conectime

Test Progress

INFORMAÇÕES DA DISCIPLINA

INFORMAÇÕES COMPLEMENTARES

Access to the platform

Username

Password

Log in

Forgotten your username or password?

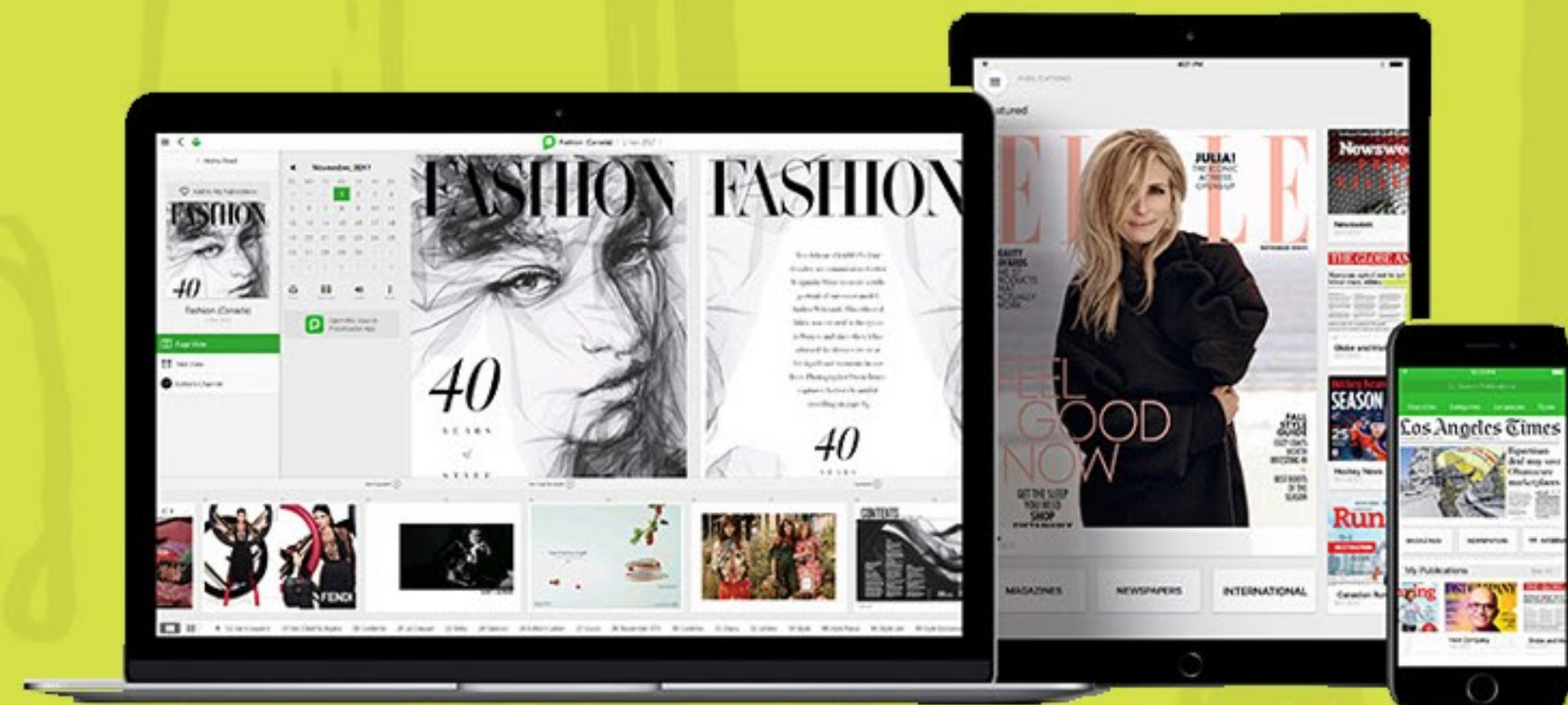
e-Libraries” are available on Campuses using the free wifi.



<http://www.pressreader.com/>

Press Reader offers unlimited digital access to over top newspapers and magazines on any mobile device, tablet or eReader - wherever you live, travel, work or play.

Access is free to staff & students and can be accessed through Moodle or the Mobile App!



WARC

World Advertising Research Center

**Let's save the world from
ineffective marketing**

<http://www.warc.com/>

WARC provides access to resources in marketing, advertising, media and research.

- * **Case studies.** Search over 11,000 global case studies of award-winning marketing strategies.
- * **Topics and trends.** WARC marketing resources are subdivided into over 100 topics!

**digital
library**



**emerald
PUBLISHING**

<http://www.emeraldpublishing.com/>

Emerald Publishing is the world's leading independent publisher of global research with impact in education & the AAA School has access to all Emerald e-Journal collections:

- * Proxy Token Access (when not at campus)
- * IP Address Authentication (when at campus)

TOPICS

**Accounting,
Finance
Economics
Business
Management
Strategy
HR
Organisational Studies
Marketing
Operations
Logistics & Quality
Property Management
Built Environment
Public Policy
Tourism
Hospitality**

open access resources

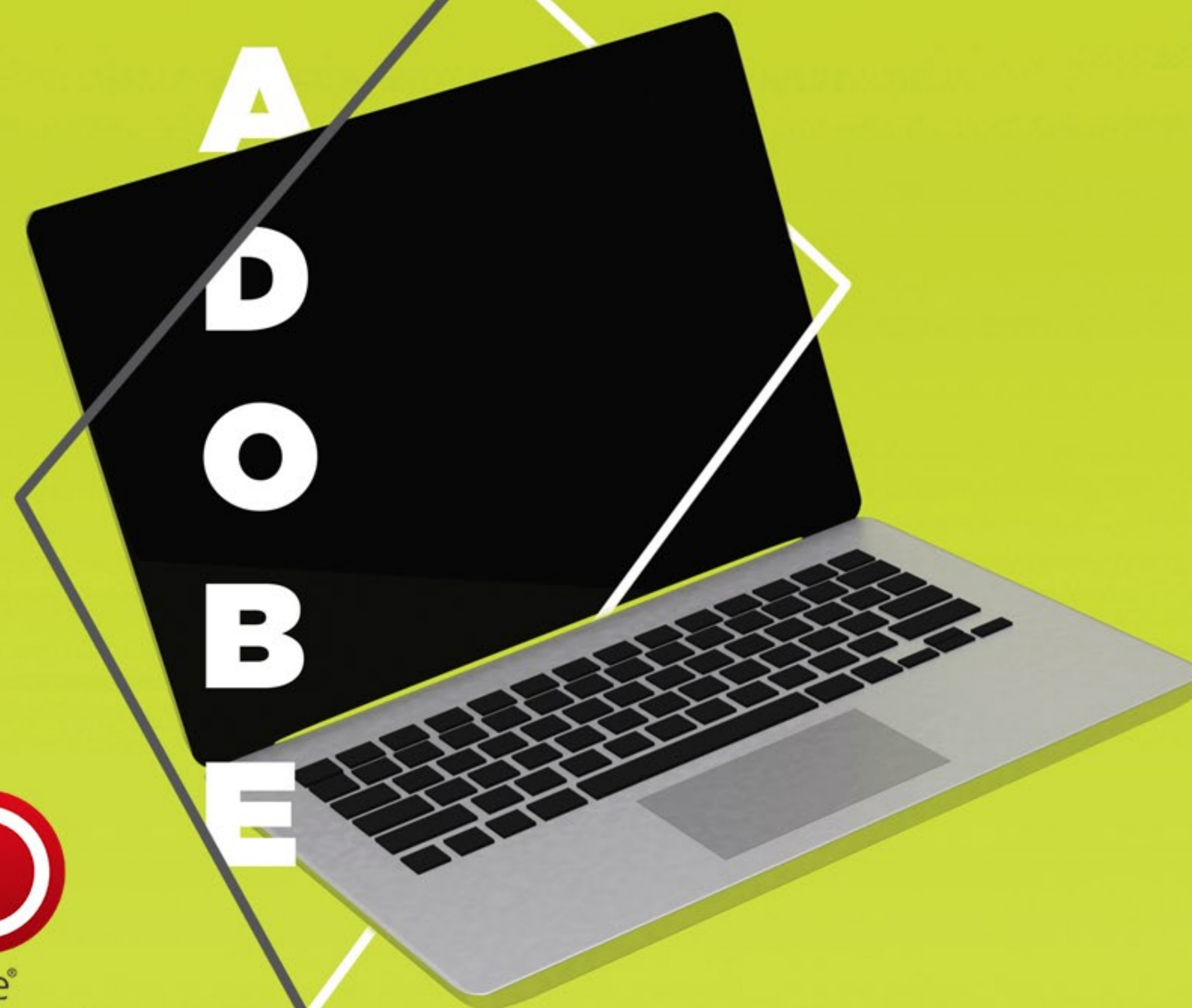
Refers to resources that are freely available for viewing or use

- * Book boon
- * PDF Drive
- * Book yards
- * Free eBook net



Adobe®
Creative Cloud™

A
D
O
B
E



**ADOBE CC LICENSES FOR
ALL 2020 CREATIVE
STUDENTS!**

THANK YOU, and have an inspired 2020!

One more thing:

*students should attend the Library information
Program which includes topics such as plagiarism,
referencing, use of the digital library which will take
place on campus and facilitated by your lecturers*