

Introducing the National Certificate in Advertising

 By [Red & Yellow School](#), issued by [Red & Yellow](#)

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A gateway to the advertising world for matrics, this brand new program offers an entry-level qualification with which to begin a career or pursue further studies in an industry-related field.

The Red & Yellow School is on a mission to produce 100,000 graduates by 2020, ensuring both the growth of education and real transformation in the advertising industry through world-class, relevant education and training. Red & Yellow is therefore proud to announce the newest addition to our full-time offering - the National Certificate in Advertising.

This gateway program aims to provide school leavers, who do not receive Matric Exemption, with an entry-level qualification that will enable them to study further or begin working in the marketing and advertising field.

Beyond an introduction to marketing concepts, learners on the program can expect to be equipped with world-class, foundational knowledge, skills and the attitude to handle all aspects of advertising required to function in agencies and marketing organisations in an entry-level role. These include media, client services, advertising management, copywriting, graphic design and more.

Katharina Scholtz, Academic Head, explains that "the advertising industry is extremely competitive, and simultaneously hungry for young talent and perspective. This program makes it possible for school-leavers with a creative interest to begin their learning journey and shape their talents for entering into the industry."

This is apparent in the diverse nature of the course which will help learners discover their aptitude for specific careers within the advertising and marketing field, giving them a solid footing from which to pursue a career or further studies in their preferred area of specialisation. The one-year, SETA-accredited National Qualification Framework level 5 program has been developed to facilitate this, and will grow learners' skillsets using a combination of group work, lectures, mentorship and opportunities for exposure to the industry.

"Our 21-year history of producing award-winning students and game-changing alumni is a testament to our school's success, and we believe the National Certificate in Advertising will continue this legacy by giving all Matrics the opportunity to realise their potential within the industry," said Lynette Oelschig, CEO.

Applications for 2016 are now open. All school-leavers are welcome to apply to study full-time at Red & Yellow's Johannesburg or Cape Town campus. Requirements for the program are a valid Senior Certificate, and an interest in pursuing a career in advertising or an industry-related field.

To find out more about the National Certificate in Advertising and to apply, visit the Red & Yellow [website](#). For any queries, please contact Red & Yellow on 021 462 1946 or info@redandyellow.co.za.

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