



## **Advertising and Copy Writing**

**Pre-Requirement**  
English Proficiency

**Duration**  
6 to 12 months

### **Course Content:**

1. Word Processing
2. Spreadsheets
3. Image Editing
4. Presentations
5. Advertising: Concepts, Campaigns and Copy (ADCC)
6. Introduction to Advertising (IA)
7. South African Media Law (SAML)
8. Business Communication: Putting theory into Practice

### **Certification upon successful completion**

ATG Certificate: Advertising and Copy Writing