

Red & Yellow School announces new programmes for 2016

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The Red & Yellow School is proud to announce that it will be offering certificate, degree and advanced diploma programmes in 2016 - a first in its 21-year history.

In the school's mission to provide relevant, world-class education and produce highly competitive graduates for the advertising and marketing industry, Red & Yellow has developed a fully accredited [Bachelor of Arts in Visual Communications Degree](#) and [Advanced Diploma in Digital Marketing](#) for 2016. This follows the launch of its new [National Certificate in Advertising](#) gateway programme earlier in the year.

The three year Bachelor of Arts in Visual Communications Degree takes our existing Diploma offering to the next level, exposing students to all disciplines of Graphic Design, Art Direction, Illustration, Digital Design and Photography. The programme is at National Qualification Framework (NQF) level 7, and is a recognised national and international qualification that will not only grant students access to Honours level programmes, but also the career of their dreams.

Academic Head Katharina Scholtz says of the Degree, "Red & Yellow strongly believes in applied learning, and the Degree will continue to provide students with a highly practical learning environment as well as a solid academic background. Visual Communications graduates will be highly desirable to the industry as strategic and critically minded creatives."

The distance-based Advanced Diploma in Digital Marketing is the first of its kind to be offered by an African institution, and a first for the school. Designed with busy professionals in mind, the programme can be studied as an intensive one-year programme or extended over two years. The programme covers digital marketing in the context of the broader marketing landscape, but hones in on the unique tools and considerations of the online landscape. The main focus areas of the programme are digital marketing strategy and analytics, developing digital assets in line with best practices in UX and SEO, and a host of essential digital marketing channels that include social media, online advertising, mobile marketing and much more.

The programme is designed by and draws upon the expertise of eMarketing: the essential guide to marketing in a digital world, which has been downloaded more than 900,000 times by educators and practitioners across the globe.

The Advanced Diploma in Digital Marketing, which results in an NQF level 7 qualification, is targeted at marketing professionals and graduates who need to add the essential digital marketing toolkit to their existing arsenal of marketing knowledge and skill.

This pioneering programme is taught almost entirely online. Says Katharina, "Red & Yellow has always been known to challenge conventional thinking around marketing education, and we've now taken another step to ensure we're delivering the most relevant and world-class education to marketers today. The programme takes our existing online offering to the next level, by offering busy professionals a highly sought-after qualification and skill set that will allow them to compete in the digital arena."

Applications for 2016 are now open. A number of bursaries will be available for all programmes in early 2016 (exact date to be confirmed), and applicants are welcome to apply for these. For more information on requirements and how to apply, please visit our website or contact us on 021 462 1946 / info@redandyellow.co.za.

The Red & Yellow School has been producing industry leaders and game changers in the fields of marketing, graphic design, art direction and copywriting for 21 years. Applications for 2016 are still open. Find out more on the [website](#) or

contact Red & Yellow on 021 462 1946 / info@redandyellow.co.za.

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