

AMASA's six month media course kicks off next month

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The annual part time media management course, run by AMASA (the Advertising Media Association of South Africa) in conjunction with the AAA (Association of Advertising Agencies), kicks off on 16 July and will run for a period of six months.

Working closely with the AAA School of Advertising, AMASA committee members are responsible for setting exam papers, monitoring course material and for arranging expert media lecturers who give freely of their time to pass on their knowledge to learners.

"The course is extremely popular among media owners, marketers and those simply wishing to enter the media industry but are still working full time," says Lyn Jones, AMASA's Chairperson. "The course is closely monitored by our committee who take the time to set lecture material and bring in lecturers who are at the top of their game in order for students to learn the most that they can in a short space of time."

The course outline includes an overview of the media landscape, defining target markets, the pros and cons of various media types, delivering media strategies in line with client's objectives and much more. Students will be given group and individual tasks throughout the period and a formal exam and 'real life' strategy will close the course.

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The Advertising Media Association of South Africa's primary focus is the education of people with an interest in the media, marketing and advertising industry.

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