

## Vega, Markinor team up

Markinor and Vega The Brand Communications School earlier this week announced a strategic partnership which will allow for both parties to leverage off one another's intellectual knowledge and industry capabilities.

The partnership, signed on 9 July 2007 between Markinor director Heidi Brauer and Vega cofounder Gordon Cook, is intended to position Markinor at the forefront of the research industry among Vega students. According to Heidi Brauer, "Talent is a challenge in our industry and an opportunity to show creativity and excitement within the field of market research is fabulous!"

Brauer add, "The research industry in South Africa is just as diverse as our country's culture and this makes the industry incredibly dynamic. Markinor is thrilled to enter into this partnership where our excitement can be passed onto the Vega students. We will be involved in the Vega research curricula, and in their Honours research topics, as well as moderation of selected research papers. We will also present some guest lectures, so the partnership will definitely be a vibrant one!"

Brauer will also form part of Vega's National Advisory Council, which assists Vega in developing curricula pertinent to the brand marketing and communications industry.

"Vega finds it incredibly important to expose all students to real life companies and brand challenges within their study area. This partnership with Markinor will provide Vega's research students with the 'cherry on the cake'. We look forward to providing some of our students with internships at Markinor, and we are sure the brand challenge will provide great value to Markinor," says Cook.

For more, visit: <https://www.bizcommunity.com>