Graduation of AMASA students

Over 40 students recently completed AMASA's intensive part-time Media Management Module at the AAA School of Advertising, with the majority having been afforded internships at various Johannesburg-based media agencies. The six-month course provides media apprentices with in-depth mechanics of creating a winning media plan, and is also effective as a refresher course for those in the know.

"Supporting our mission to combat the shortage of skills in the media industry, the AMASA Media Module is just one project where we invest resources, knowledge and time to identify and attract valuable talent into this industry," says chairman Brad Aigner.

"Lecturer's and course material are provided by AMASA. This year, we had a fully booked programme where students were introduced to the principles of media buying, planning and strategy. Through lecturers specialising in each field, students were able to delve into different media types and the relevant planning and buying software employees interact with on a daily basis in media agencies," he continues.

The arduous course assessed students through a series of two tests, three assignments and final three-hour exam. At the course's halfway mark, the three top students were invited to attend the AMASA Workshop while fellow top students were sponsored by their internship companies.

The alumni's lecturers included Chris Botha, The MediaShop; Gill Randall, NAB; Tracy Dunlop, Ads24; Wayne Bishop, Notabene; Frank Tilley, The People Group; Brad Aigner, FGI; Sue Rooney, independent media consultant; Dave Rooney, Google SA; Lauren Shapiro, Gordon Paterson, Starcom; Di Charlton, Acceleration Media; Norman Gibson, Radmark; Debbie Brady, Popcorn; Ilse Grabe, Starcom; Jason van der Berg, Starcom and Robyn Joseph, NAB.

The course outlined the role of media in the communication mix, understanding the various elements of the media function, defining a target market using research tools, understanding various communication channels, compiling a media strategy, identifying the most cost effective channel for defined target markets and how to compile a basic media plan.