

41: Industry education and skills training

Find out more about marketing & advertising education and skills training and what the Red & Yellow School of Logic and Magic is doing to remain one of the leaders in industry education, by listening to last week's podcast of the [Biz Takeouts Marketing & Media radio show](#) which airs every Thursday 5pm-6pm, streamed live via [2oceansVibe Radio](#). [[twitterfall](#)]

Lineup

In the Cape Town studio on Thursday, 11 October 2012, was John Cooney ([@redyellowschool](#)), managing director for Red & Yellow School of Logic and Magic.



He and show host [Warren Harding](#) ([@BizcomWazza](#)) discussed marketing and advertising industry trends affecting education in South Africa, the Red & Yellow recent merger with Quirk Education as well the role of education in South Africa. They also discussed how companies can get involved with Red & Yellow and offer students a chance to work with brands as well giving brands a fresh approach for marketing solutions.

The news roundup covered:

- [World Wide Worx infographic: SA Social Media Landscape 2012](#)
- [Are social media agencies prostituting their brands?](#)
- [Making technical advertising relevant](#)
- [Conversation capital shows great return on investment](#)
- [Unpacking new Loeries Effective Creativity award](#)

Podcast

If you missed the show, [download](#) (31.9MB) or [listen](#) to the podcast (34:51 minutes).

Episode 41: Industry education and skills training

Date: 11 October 2012 **Length:** 34:51min **File size:** 31.9MB **Host:** Warren Harding

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Comments or questions

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Bizcommunity.com's **Biz Takeouts Marketing & Media Show** takes South Africa's biggest online marketing, media and ad industry platform to the airwaves and gives relevant, useful and interesting insights into all aspects of marketing in SA, Africa and beyond. Each week, the show features the movers and the shakers of the industry, current media trends, upcoming events and brand activities.



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