

## MEDIA RELEASE

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### **Mzamo Masito to lecture on a short course on Marketing Communication Issues in Multicultural Markets (MCIMM) at the AAA**

An intimate knowledge of the various segments in a multi-cultural society is a key to marketing success. Marketing communication takes place in the dynamic arena of popular culture, which requires an up-to-date awareness of trends in society. The AAA School of Advertising is offering a short course which addresses the above marketing challenge. The course offered at the AAA Johannesburg campus will be lectured by the highly respected industry specialist Mzamo Masito.

South Africa has an extremely diverse population; thus marketers and agencies have realised that the 'one-size-fits all' marketing campaign does not work. In addition to multiple races, cultures, religions, belief systems, there is a massive emerging middle class, and it's clear that marketers are faced with a myriad of options in reaching the desired target market. It is imperative therefore that marketers are up to speed with the latest lifestyle trends and general demographic movements in order to effectively speak to their market.

The MCIMM course provides in-depth knowledge on what is required for a brand to effectively impact its desired audience, particularly within a fragmented social landscape such as in South Africa. The course will also look beyond simple cultural differences and stereotypical beliefs. It will highlight among other things the numerous changes that can occur within a developing and multi-cultural society.

"Today, marketers are much more aware of the significant opportunity that diverse demographic and cultural groups present, and it is clear that they can no longer afford to neglect any one of the many groups within South Africa. We are excited that Mzamo Masito - a leading marketer with extensive experience in this area - will be lecturing on our upcoming short course," says Prof. Krishna Govender, Executive Dean and Head of the AAA.

Mzamo Masito is the Managing Executive Brand Marketing and Communications for Vodacom Africa Group, a position he took up after a recent assignment at Vodafone London, where he was responsible for Global Brand Engagement Strategy. He is currently serving on the Advisory Board of the Gordon Institute of Business Science (GIBS). Mzamo's academic articles have appeared in major periodicals nationwide and he has served as a lecturer, convener, consultant and orator for the UCT Unilever Institute.

The MCIMM course starts on the 29th September and runs for 9 consecutive Thursdays from 17h30 – 20h30, at the AAA School of Advertising Johannesburg campus. For more information on the course, please contact Suvarni Archary on 011.781.2772 or mail her at [suvarni@aaaschool.ac.za](mailto:suvarni@aaaschool.ac.za)

**Ends**

Prepared for:

**AAA School of Advertising**

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