



MEDIA RELEASE

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Get more skills – Study part-time at the Birthplace of Brilliant!

The second semester of the [AAA School of Advertising](http://www.aaaschool.ac.za/2016-courses.html) part-time courses commences in July, with the options in marketing, design, copywriting or digital media courses on offer. Registration for these courses is now open at the Johannesburg and Cape Town Campuses. A full list of courses, the contents and dates is available on the [AAA website \(www.aaaschool.ac.za/2016-courses.html\)](http://www.aaaschool.ac.za/2016-courses.html). Whether it is creative, marketing or digital skills that need attention, the [AAA](http://www.aaaschool.ac.za) is the destination of choice for the industry.

The [AAA](http://www.aaaschool.ac.za) is a wholly owned subsidiary of the [Association for Communication and Advertising \(ACA\)](http://www.aaaschool.ac.za) and is the official tertiary institution of the advertising profession. “Agencies, irrespective of whether they are members of the [ACA](http://www.aaaschool.ac.za), should be proactive in identifying the training needs of their staff and then sourcing specific training, or be cognizant of what is being offered by the [AAA](http://www.aaaschool.ac.za) and plan for participation,” says Prof. Krishna Govender, Executive Dean and Head.

It is recommended that at least once a year, industry professionals review their (formal and informal) learning over the previous 12 months and set personal development plans and objectives for the coming year. Reflecting on the past and planning for the future makes for more methodological and measureable development and is a particularly useful exercise prior to annual performance appraisal. Furthermore, employers should recognize the personal and institutional investment in on-going development during annual performance reviews.

Even if there is no obligation on employers to create professional development opportunities for their staff, it should be recognized that Continuing Professional Development (CPD) is an investment that individuals make for their own benefit. It provides a means for planning personal development that links learning directly to practice. An investment in further education helps keep skills up to date, boosts confidence and strengthens professional credibility.

“CPD is a combination of approaches, ideas and techniques that directly impact on learning and growth. The responsibility lies with both employers and individuals to ensure that as an industry, we have the most qualified and skilled professionals delivering high quality services to clients. With this in mind, purposeful learning should be built into the routine of every agency and individual within the profession,” concludes Govender.

To find out more about the courses on offer, contact Suvarni Achary at the [AAA School of Advertising](http://www.aaaschool.ac.za) on 011.781.2772 or email her – suvarni@aaaschool.ac.za



For more information about the AAA, visit www.aaaschool.ac.za

Prepared for:

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