



## MEDIA RELEASE

January 2017

**AAA School of Advertising is offering R1million worth of bursaries.**

**The AAA School of Advertising is offering R1million worth of bursaries as a means of 'giving back' to the broader Marketing and Communications sector, and to assist with the transformation process in the industry currently being undertaken by the Association for Communication and Advertising (ACA).**

The bursaries are on offer to qualifying and deserving students with academic potential that wish to study toward a career in creative communications in the 2017 academic year. Bursaries are available at the Johannesburg and Cape Town campuses and prospective students are required to register by the 15<sup>th</sup> of February. The institution (AAA), which is the official tertiary institution for the advertising industry, is offering the bursaries to those wanting to study the BA Degree in Creative Brand Communication or a Diploma in Copywriting.

In order to accommodate as many students as possible, bursaries are being offered to first year students with academic potential and financial need - specific criteria do apply. The bursary provides substantial financial assistance towards the first year tuition fees.

“At the AAA, we look to harness creative talent and deliver to the industry students who are prepared for the world of work, with skills and educational capabilities that are in line with agency’s requirements,” says Professor Krishna Govender, Executive Dean and Head at the AAA.

There are many career options available within the broader advertising profession, and it is not restricted to only those with artistic abilities and talent. While the advertising industry is ideal for artistic individuals to enter a professional career, it also provides for those that have creative flair in terms of writing, strategic thinking, people and management skills and more. This is for the creative thinkers, those that see beyond the norm - often seen as the ‘square peg trying to fit in the round hole’ – and often feel that they have no professional career to aspire to.

“We offer these bursaries in an effort to afford creative youth an opportunity to achieve a qualification and a career in the marketing and communications sector. We want to remind parents and their children that there is a future for those learners for whom maths and science are a daily challenge! The bursaries are also designed to contribute to transformation within the industry through supporting as many first year students as is possible,” concludes Govender.

For more information call Trudie Diffenthal at the AAA JHB on 011 781 2772 or send an email to [trudie@aaaschool.ac.za](mailto:trudie@aaaschool.ac.za). For Cape Town enquiries, call Rubeshan Nayager at the AAA CPT on 021.422.1800 or send an email to [rubeshan@aaaschool.ac.za](mailto:rubeshan@aaaschool.ac.za).

To apply online to study at the AAA School of Advertising, please visit the applications tab on the AAA website - <http://bit.ly/2ffj2hx>



Prepared for:

**AAA School of Advertising**

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**More about AAA School of Advertising**

The AAA has been owned by the ACA (Association for Communication and Advertising), the professional body of the industry since 1990. This means that we have access to advertising industry experts, our students interact with them, they lecture to us and we work on real life projects and campaigns with them.

The AAA School of Advertising is accredited by the South African Qualifications Authority (SAQA), International Advertising Association (IAA - New York, USA), Association for Communication and Advertising (ACA) and AMASA (Advertising Media Association of South Africa). The AAA is also registered by the CHE (Council on Higher Education) of the Department of Education as a PHEI (private higher education institution) under the Higher Education Act, 1997