

NEW PROGRAMME MEDIA IS EVOLVING — ARE YOUR SKILLS KEEPING UP?

AAA SCHOOL OF ADVERTISING & AMASA PRESENT

Media Management Competence Certificate

A practical, industry-informed programme covering strategic media planning and buying. Built by **leading South African media practitioners**. Designed to add immediate value to you and your organisation.

DURATION

4 Months

DATES

February 2027

ACCREDITATION

NQF 5 & 6

CREDITS

20

COURSE FEE

R29,800

excl. VAT

INCLUDED IN YOUR FEE

Mastering Media Planning: Where Art & Science Meet

The 2026 AMASA textbook by leading SA media practitioners (valued at R800)

WHAT YOU'LL STUDY

01

Marketing Management

Consumer behaviour, market segmentation, analysing the marketing environment, and developing integrated marketing strategies

NQF LEVEL 5 · 10 CREDITS

02

Marketing Communication

IMC planning, advertising strategy, media management, media selection, buying and reporting, and personal selling

NQF LEVEL 6 · 10 CREDITS

- **Industry Masterclasses** — specialist sessions on media channels, digital planning, and campaign implementation, led by AMASA textbook contributors and leading SA media practitioners

Each module is separately accredited. Hybrid delivery: primarily online with select in-person sessions.

WHAT YOU'LL GAIN



Competency certificate at NQF Levels 5 & 6 (20 credits)



Practical media skills with real industry application



Industry exposure through AMASA's professional network



Expert masterclasses by leading practitioners



Peer networking across the media industry



Hybrid delivery designed for working professionals

WHO SHOULD ATTEND

Strategists, planners, buyers, account managers, brand marketers — anyone who wants to understand and master the media and marketing ecosystem at any level.

ADMISSION

Matric certificate or equivalent. Open to all professionals looking to formalise and strengthen their media competence.

LIMITED INTAKE

R29,800

excl. VAT · includes AMASA textbook (R800 value)

Full payment on registration · Register by 22 January 2027

APPLY NOW

ENQUIRE