

AMASA's part-time media management course kicks off

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AMASA's part-time Media Management module at the AAA School of Advertising is in full swing. The course delves into the details of constructing a winning media plan for beginners, and is just as effective as a refresher course for those in the know.

"Lecturer's and course material are provided by AMASA," says Chairman Brad Aigner. "This year, we have over 40 students on the course that will be introduced to the principles of media buying, planning and strategy and will also, through lecturers specialising in each field, delve into different media types and the relevant planning and buying software employees interact with on a daily basis in media agencies."

The course takes place each Tuesday and Thursday evening for a period of five months. "Our top five students in the course will be invited to join us on AMASA's annual workshop," says Brad.

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