

Four advertising scholarships available

Primedia Outdoor and the AAA School of Advertising are offering four students, from disadvantaged backgrounds, scholarships for full time study (up to three years) commencing in 2018, at the AAA School of Advertising.



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Students will be able to apply for either a BA in Marketing Communication or BA in Creative Brand Communication degrees. The partnership also means that staff members of Primedia Outdoor can upskill or refresh their talents by attending short courses that range from analytical and financial decision making to creativity and problem solving.

“We are passionate about education,” says Peter Lindstrom, executive: sales and marketing at Primedia Outdoor. “This is why we are proud to partner with the AAA, which has an excellent reputation for turning out graduates who are smart, capable and industry ready.

Deliver real world skills

“In the past, we focused our CSI on providing school bags and stationery to selected schools, but have shifted our focus to increase the sustainability of our efforts, which now include food gardening and our partnership with AAA.”

Executive dean and head of the AAA, Professor Krishna Govender adds, “We pride ourselves in providing students with degrees and diploma courses that deliver real world skills. This partnership further entrenches the AAA as the place where

future industry leaders are born. It also cements our involvement with the broader marketing and communications industry, not only through formal programmes but also through active and effective industry involvement. We look forward to welcoming the successful bursary recipients to our school.”

Applications for the bursaries open in September. For more information, email bursary@aaaschool.ac.za or call +27 (0) 11 781 2772.

For more, visit: <https://www.bizcommunity.com>