

R&Y, Publicis bursary partnership to support creative students

The Red & Yellow Creative Business School in partnership with the Publicis Groupe Africa will award students with bursaries to equip them with top skills for the creative industry.



Image: Supplied

Red & Yellow's reputation as a Creative School of Business is strongly underpinned by its social promise to ensure that at least 10% of all students have bursaries for full-time studies at its Cape Town campus. In 2019, 15% of students were supported by bursaries and this number was even higher in 2020. Bursaries totalling R7.5m bursaries have been awarded in 2021, 50% of which have been sponsored by corporate brand partnerships with leading corporate companies for better work opportunities and a decent future.

Red & Yellow will roll out the student bursary programme offering full-time Bachelor of Arts in Visual Communication and BCom Marketing in association with Unilever degrees for the next three years. Apart from covering tuition fees, Publicis Groupe Africa will also provide students with a monthly stipend for three years as additional financial support together with new laptops, in an effort to remove as many barriers as possible and pave the way to success.

Publicis Groupe Africa will provide mentorship to the bursary recipients. The bursary recipients will need to spend 50% of their vacation time on-site at Publicis, where they will engage in hands-on experiences and reflection.

Cherie Adendorff, business relationship manager at Red & Yellow, said: “We are immensely proud to be part of this amazing partnership and to provide a platform for students to obtain an education.

“I feel honoured to be involved in education on a creative level and want to thank Publicis Groupe Africa for being part of this partnership and creating this opportunity for these students.”

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