

D**NT SETTLE**

**FOR A COURSE THAT
DOESN'T BLEND
CURRENT AND
CLASSIC THINKING.**

SHORT COURSE

MEDIA MANAGEMENT IN BRAND BUILDING SHORT COURSE

ONLINE

MEDIA MANAGEMENT IN BRAND BUILDING ONLINE SHORT COURSE

11 WEEKS (including orientation)



This short course delivers specialised engagement using the principles of media, media qualities and the media mix, media strategy, channel and media planning, media management and leadership, classical and alternative media, online and social media, and media research. Delegates will be equipped with a comprehensive set of skills to facilitate media planning in the context of brand building strategy, understanding of the media economy and software utilisation.

THIS SHORT COURSE COVERS

The Media Landscape

Target Markets and Segmentation

Media Research

Concepts of Media Planning and Strategy

Traditional Big Media (TV, Newspapers, Magazines, Radio and Out-of-Home)

Digital and New Innovative Media

Media Strategy

The Media Plan

TO SUCCEED IN YOUR ONLINE JOURNEY, YOU NEED TO BE:

- Self-motivated and invested in your learning achievements
- Disciplined and able to juggle studying with work and family commitments
- Able to maintain a diligent pace

TO ASSIST YOU IN SUCCEEDING IN YOUR ONLINE JOURNEY, OUR TEACHING APPROACH IS:

- Student-centric: we facilitate your thought processes to foster innovative ideas and creative solutions
 - Authentic: we use real-life examples and case studies
- Activity-based: We move your learning forward through applied activities and assessments
- Question-based: we ask you questions to provoke deep thought and insights about course material

WHO SHOULD JOIN

The course is aimed at individuals working in the brand, marketing, and communications industries who wish to specialise in, or gain a deeper understanding of, media and media management to build brands. This course can also be attended by anyone wanting to change fields, or who wishes to learn more about media and brand building.

THE ONLINE DELIVERY INCLUDES:

- An online campus geared to support students and motivate engagement
- An online learning system that leads students through the content, prescribed material, and activities
- Online academic navigators (tutors) who are subject experts and maintain the human experience of the learning process
- Online success navigators who support students throughout the learning journey
- Access to our online Information Centre

Note: While you can generally structure your study time as you need, there are scheduled online sessions during which you will get mediated support. Scheduled assessments in the form of online activities, assignments and exams are paced to ensure your studies progress to achieve your qualification within the recommended timeframe. A reliable internet connection, own device with (at least) Windows 8 and Google Chrome, are all essential to enrol on this short course.

HOW WILL I BENEFIT

This short course will develop your ability to implement knowledge of various media tools and platforms in the context of brand building. The focus is on the practical dimensions of media planning and management, and industry experts will guide you through the current thinking around traditional, electronic and digital platforms, as well as guide you through the media 'math' and implementation of tools for planning.

FEEES

- **External Finance Option:** Learning Loans (Pty) Ltd, a registered credit provider (NCRC9789), is offering Vega short course students an easy and affordable way to finance their studies with study loans offering extended payment plans. Learning Loans' vision is to help you invest in your future with a seamless application process that can be done on an online platform. Visit their site to find out more <https://www.learningloans.co.za/apply-vega>

** Vega is not an authorised financial services provider nor a representative or agent of any financial services provider.*

**Vega does not intend to provide financial advice and no communication from Vega should be construed as constituting a recommendation, guidance, proposal, or advice of a financial nature.*

** In the case of insufficient registrations, or other unforeseen circumstances, Vega reserves the right, at any time, to either postpone or cancel any Short Course.*



The course material has been developed by the Advertising and Media Association of South Africa (AMASA) and lectures are presented by subject matter experts appointed by AMASA.

Please note that this fact sheet is accurate at the time of publication. The Independent Institute of Education (The IIE) reserves the right to alter any of the content prior to commencement of registration due to changes in regulation, policy, market requirements, or any other valid reason.