

Vega, AMASA develop new short course

Vega and the Advertising Media Association of South Africa (AMASA) has developed a new media management in brand building short course. The course will be available at Vega's Johannesburg and Cape Town campuses from 2018.

The short course is aimed at providing a deeper understanding of the principles of media strategy, channel and media planning, online and social media in relation to building effective brand strategies. It consists of 25 three-hour contact sessions along with an assignment, a test, and a campaign brief.

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