

2015 AMASA ALP candidates selected

The five candidates for the Advertising Media Association of South Africa (AMASA) Learnership Programme (ALP) have been selected. This year, the ALP bursaries were offered to current employees or interns at any of AMASA's membership agencies or media owners...

They are:

- Caleb Khoza from Mall Active
- Cimone Kraucamp from ABN360
- Farhaanah Mahomed from Popimedia
- Masego Tsholetsane from Carat
- Rudy Tladi from Mediamark



Caleb, Cimone, Farhaanah and Rudy

In conjunction with the mentorship, that they will receive from agencies and media owners, these AMASA candidates will receive enrolment into the AAA Media Management module (endorsed by AMASA) which kicks off this July, enrolment and all costs covered to attend the AMASA Media Planning Workshop, as well as a copy of AMASA's textbook, 'Nuts and bolts of media planning'.

For AMASA, the primary focus of the ALP will support the organisation's main aim - the education of people with an interest in the media, marketing and advertising industry, with a view to improving their knowledge and skill in media decision making techniques and their use.

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