

**Level 1**

# Foundations of Advertising and Media

A comprehensive programme which covers the fundamentals of the advertising and media agency world. This 12-week course is now regarded as one of the most valuable and effective professional development opportunities in the industry. This course includes presentations and case studies from industry experts and leaders and provides participants with an insight into the broader industry that sits beyond their own agency, building connections that will last for their entire careers.

## Who is this qualification for?

For anyone with fewer than three years' experience in the industry. Irrespective of your chosen discipline it is essential to understand how an agency works, the functions of the people within the agency and the disciplines required to create outstanding creative and effective output. This course is only available to members of the Commercial Communications Council.

## Learning outcomes

- Gain an understanding in organisational structure and functions of creative and media agencies
- Gain insight into the value and significance of client relationship management
- Learn the value of brand stewardship by understanding brand theory & consumer/brand relationships
- Dive into the creative world and the art of the brief
- Review emerging digital trends and the importance of integrated marketing communications
- Understand the importance of revenue generation and managing profitability
- Meet the CEOs of the industry and receive a "view from the top"

## How is the qualification delivered and assessed?

- An opening function is followed by weekly presentations and interactive exercises from industry leaders
- 9 weekly modules
- 2 assignments are assessed over the 12 weeks
- Participants will receive a Comms Council certificate of Completion. It is possible to gain a grade of merit or honours.

## Dates / Booking deadlines

Course date: 4 June to 13 August  
Booking deadline: : April 26 2024

Maximum class number 40 participants plus remote students.

## Price

\$2,800 + GST

Comms Council members outside of Auckland will be charged \$750. This will cover costs for remote access and zoom.  
This course is only available to Comms Council members.