

What does the course cover?

- The course provides anyone working in the media/marketing/research industry with a strong arsenal of basic media theories and tools, as it is based on the Advertising Media Association of South Africa text book.

What does the courser cover?

- The course runs on an interactive online platform (Ning based).
- Weekly videos presented by specialists in the relevant fields
- Weekly chapter uploads
- Weekly exercises relating to that week's topic.
- The course is run by Vonda Meekin Wilcox, an ex-advertising agency media director. Vonda is the primary interface with students, and evaluates their weekly exercise submissions, and the final exam.

Chapters/topics covered:

- Ch 1: A standpoint for media planning
- Ch 2: Defining the target market and target market segmentation
- Ch 3: Research
- Ch 4: Concepts of media planning and strategy
- Ch 5: Media qualities and the media mix
- Ch 6: Television
- Ch 7: Newspapers
- Ch 8: Magazines
- Ch 9: Radio
- Ch 10: Out of home
- Ch 11: Cinema
- Ch 12: Digital
- Ch 13: Innovation in media and integrated marketing communication
- Ch 14: Media strategy
- Ch 15: The media plan: making it happen

Each week all students work is evaluated. Late weekly submissions are evaluated, but 2% is deducted from the final exam marks for each late submission.

Students are given 10 days to complete each exercise.

After the 15 weeks, students write a multiple-choice exam covering all the topics in order to receive their certificate. Certificates are graded:

- a) 50-59% pass Bronze
- b) 60-69% pass Silver
- c) 70-79% pass Gold
- d) 80+% pass Platinum
- e) Below 50% they will receive just a certificate of completion.