



Commercial
Communications
Council

**FOUNDATIONS OF
ADVERTISING AND
MEDIA COURSE**

2021

COMMS COUNCIL

FOUNDATIONS OF ADVERTISING AND MEDIA COURSE 2021

The Comms Council Foundations of Advertising and Media Course is a comprehensive programme which covers the fundamentals of the advertising and media agency world.

The course is now regarded as one of the most valuable and effective professional development opportunities for those with fewer than two years' experience. The course is academically supported by Senior Lecturer, Marketing Communications, Dr. David Bibby - and includes presentations and case studies from industry experts and leaders.

Places are limited to 40 and we anticipate all places will be filled quickly.

Due to high demand this course is currently only available to Comms Council Members.

The twelve week course includes the following modules:

- History and Context - the organisational and industry structure and functions of creative and media agencies
- CRM - the value and significance of client relationship management
- Brand Stewardship - critically reviews the concept of brands, new developments in branding theory and understanding of the consumer/brand relationship
- Creative - the creative process
- Media / Digital - the world of media and emerging trends and the impact of digital on advertising and media
- Integrated Marketing Communications - integration of marketing communications and brand stewardship along all channels
- Overall Agency Business - the importance of revenue generation and managing profitability
- The 'Art of the Brief' and 'Why Research'
- CEO forum ad leaders in New Zealand - agency leadership and challenges with 'a view from the top'...

The course is targeted at a junior level audience including agency graduates, Media Assistants, Account Executives, Junior Planners, Digital/Social Media Assistants...

- Commencement date: Tuesday 8th June for all attendees with an opening function. This is followed by weekly presentations and interactive exercises from industry leaders during the course
- Participants are required to attend all modules and complete all assignments. [Agencies must be prepared to release their participants every Tuesday in time for a 5pm start, and to be given reasonable time to complete the assignment process](#)
- Assessment includes two assignment components which are led by Dr. David Bibby - full details will be given during the course
- At the end of the course, a Comms Council Certificate of Completion, potentially with Merit or Honours, will be presented to those who have successfully completed all Comms Council requirements
- Participants are required to attend all the modules on a weekly basis and complete the assignments. Should the participant not be able to attend a module - it is expected that an email be sent advising Comms Council of their absence. Failure to attend the modules or contribute to the assignments will exclude the participant from receiving the Comms Council qualification - completion certificate
- A closing function including participant presentation of their group assignments and completion certificates, will take place on Tuesday 14th September 2021 (venue TBC) - this is a 'must attend' for agency managers! Traditionally participants have exceeded all expectations during the presentation process and this is an occasion to celebrate their work and dedication
- Investment: [Comms Council Members](#) - individuals will be charged \$2800.00 plus GST pp.
- South Island, Wellington and Hamilton Comms Council Industry Members will be charged \$750.00 plus GST per person. This will cover costs for remote access via Zoom and the use of the Logitech camera, microphone and AV Technician.

KEY DATES

We strongly encourage all participants of the Foundations course to attend the following dates/events:

OPENING FUNCTION

Tuesday 8th June
Longroom
114 Ponsonby Road,
Auckland, 1011

CEO FORUM

Tuesday 7th September
Swashbucklers
23B Westhaven Drive,
Auckland CBD, 1010

FINAL FUNCTION/ PRESENTATION EVENING

Tuesday 14th September
TBC

Full details of the course including dates, will be sent to participants and their managers.

MORE →

COURSE FEEDBACK

Feedback on this course is extremely positive, and participants have spoken of the genuine value they gained by attending.

“I found it very valuable to learn about the media side of advertising, as I’m not usually exposed to that directly.”

“It gave me the opportunity to talk to senior leaders in my agency, who I would never normally have the opportunity to chat with in such detail, and provided with very valuable insights for my own career.”

“Hearing from all the speakers throughout the industry was great!”

“The most valuable learning I took from the Foundations Course was definitely the resource and access to some of the industry’s best minds.”

“100% would recommend!”

IN THE EVENT OF A COVID LOCKDOWN, EVERY EFFORT WILL BE MADE TO DELIVER ALL MODULES BY ZOOM

REGISTER TODAY

TO REGISTER FOR THIS COURSE EMAIL COURSES@COMMSCOUNCIL.NZ

For more information, please visit our website: www.commscouncil.nz

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For further information or if you have any questions, contact:

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