



AMASA Cape Town: Subsidised Bursary

One of AMASA's key initiatives is to raise funds to help further the education within the advertising & media industry. Thanks to your support in AMASA we have committed to a annual bursary to a well deserving PDI candidate worth at least R35,000 towards 1 years worth of tuition fees in 2009.

Our first candidate selected by AMASA during 2008 was Luzuko Sicam. Luzuko had completed his 3 year diploma in Marketing at Cape Peninsula University of Technology (CPUT) in 2007. However he really wanted to get into advertising and required further funding to fulfill his wish to study a 1 year post graduate course at the AAA School of Advertising in Cape Town. We were very pleased to award this to Luzuko which have majority funded his studies to the value of R30,000, he is on track to now graduate from the AAA School in December 2008.

2009 AMASA Cape Town Subsidised Bursary Applications

- Who is eligible:
 - Those that will be graduating with a degree/diploma and want to study 1 year post graduate at a recognised institution OR
 - About to embark on their final year of study at a recognised institution listed below.
 - It's immaterial what you want to study, as long as at a recognised institution.
- Criteria: PDI candidate, CV, A4 page motivation letter, & interim tertiary education results.
- Cape Town recognised institutions: this 1 year 2009 bursary applicable to AAA School of Advertising, Vega School or Red & Yellow School.
- Send or for more info: richard.procter@vizeum.com or 021-526 6352
- For more info visit see below or visit www.amasa.org.za
- **Deadline: extended until 1st December 2008.**

Further Information

Objectives:

- AMASA is a non profit organization, primarily a body to help educate and enlighten any member within the advertising and media industry in South Africa.
- It raises money primarily to be used to re-invest into educational needs specifically to PDI or those requiring financial assistance in the furthering of their education in this industry.
- We have a shortage of specifically PDI candidates coming into the ad industry, or not always the best talent. So need to find a way to find the best of the best.
- AMASA Cape Town has therefore made a commitment to fund at least 1 student for 1 year's tuition. This is a commitment we will make to 1 student each year.

Structure:

What Career:

- It must be for study for a career in the advertising industry.
- Marketing: Either brand management, account management or media management.
- Creative: Copywriting, Art Direction or Design

Which Institutions:

- Those that focus in a career in Advertising in the Cape Town region. We do not specify which school; AMASA however recognizes the schools listed below. School selected is the student's choice. Its up to the schools own marketing programs to entice students to their philosophies and curriculums.
- These are in Cape Town only:
 - AAA School of Advertising (www.aaaschool.co.za)
 - Red & Yellow School of logic and magic (www.redandyellow.co.za)
 - Vega – The Brand Communication School (www.vegaschool.com)

Who is eligible?

- Must be previously disadvantaged individual (PDI) candidate
- Must have promising results to either an undergraduate degree (from a university or technikon). Or if in a 3 year degree or diploma at the above institutions, their 2nd year interim results.
- Must have a can-do attitude and really WANT to make an effort to get into advertising, we want committed bursary candidates not those wanting free handouts or an easy way out.
- Candidate must want to study at either institution listed above.
- They are the schools that represent advertising in SA and we can proudly associate with as AMASA.

Criteria, Candidates must

- Provide a short motivational letter or document as to why they should be selected. (this is to gauge enthusiasm, commitment and financial situation)
- Results from tertiary education (i.e. eligible degree or diploma, or recent results over period of the study)
- A completed application forms for either of the 3 schools to the applicant's choice. It's up to the applicant to ensure they have completed this process with the institution of their choice, see school websites above for more information.

Judging:

- AMASA Committee in Cape Town will be responsible for the judging process.
- If necessary we will consult with the registrars from the 3 institutions listed above.

AMASA Cape Town Financial Commitment for 2009:

- At least 1 person to receive a bursary
- We can only commit to 1 year of tuition. E.g. AAA School offers a 3 year course, but we would only be able to help with post grad students that join in the final 3rd year of study.
- We believe however that this should be regarded as a 'discounted bursary'.
 - What this means is that between 75-80% of the bursary costs are covered, but the student must find the balance themselves.
 - Experience with schools is they recommend that this will ensure that they are responsible and diligent attitude is shown their work.
 - We recommend students apply for a bank student loan for the balance, and potentially their employer after the course will potentially assist here.
- Costs: For 2009 we will commit at least R35,000.

Richard Procter & Quanita Salie**AMASA Cape Town – Education**

Contact details: Richard Procter

Email: richard.procter@vizeum.com

Phone: (021) 526 6350

Fax: (021) 526 6351

Quanita Salie

gsalie@jupiterct.co.za

(021) 442 7035

(021) 442 7001