

Provantage Media Group Training Academy - Making a difference

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Since it opened its doors in August 2015, the PMG Training Academy is in full swing, training individuals who have been especially recruited to pursue a career in marketing. The Academy provides an intensive 12-month Learnership programme that is accredited by the Services SETA. Graduates receive a FET Certificate in Marketing, which is on an NQF Level 4. This certificate provides them with the skills and expertise to start a career in brand management and brand marketing.



Renee' Fouche, Provantage Media Group Training Manager, explains that the course, which has been specifically designed to increase the skills level of talented individuals, is a game-changer. "There is a significant gap in the competency level of individuals wanting to embark in a career in Out of Home media and marketing. With the PMG Training Academy our objective is to change this. We started the SETA-accredited programme with 615 very eager students with an aptitude for marketing and we are teaching them the theory and the practical skills required to excel in this exciting field," says Fouche.

The academy also provides mentorship training, where students are taught soft skills that are critical to being an excellent brand representative; including how to dress, how to deal with consumers, as well as presentation and selling skills.

Tshego Sefolo, Provantage Media Group Chairman, is extremely pleased about the PMG Training Academy. "Skills shortage is a very real issue in South Africa, so a learning centre that directly assists in upskilling and providing students with the knowledge required to work in a specific industry, guided and taught by people who are part of the industry, is a win-win situation for all," he says.

The PMG Training Academy is set to yield expertise within the media, sales and marketing fields, which in turn will have a direct, positive impact on these sectors. The outward benefits will be seen in the resulting high-calibre talent pool which will no doubt set the bar extremely high in terms of knowledge, professionalism and capabilities.

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