

Bursary to empower the next generation of marketing professionals

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The successful applicant will be awarded a Nnete Modise Bursary, to study at The AAA School of Advertising.



Abey Mokgwatsane

The AAA School of Advertising is proud to partner with alumnus Abey Mokgwatsane and The Association for Communication and Advertising (ACA) to empower the next generation of marketing professionals.

Abey Mokgwatsane is a very successful communications and business professional. He is currently the managing executive of brand, communications and sponsorships at Vodacom. He believes in revolutionising the industry as we know it, by taking a stand to bridge the gap of inclusivity and equality opportunities for women in the communications industry.

The contribution and role of Black women in the development of the marketing industry is visibly missing. Multiple conversations are had about bridging this gap and giving opportunities to women of colour within the industry, but not much is being done about it.

Thus, inspired by his late grandmother, an extraordinary woman, Nnete Modise, the Nnete Modise Bursary was born. This bursary will provide funding for a young talented and driven Black female towards a marketing degree at the AAA School of Advertising.

AAA was my ad school of choice because of its combination of theory and practical approaches to teaching marketing. The bursary on offer is for study from first-year through to completion of the marketing degree. This is part of my personal commitment to be a light in the fight against gender-based violence as I believe the economic emancipation of women can go a long way in the fight against GBV," adds Mokgwatsane.

Having our alumni thrive and contribute to empowering talent makes us as an institution so proud. Abey is working in the industry that sees first-hand the potential of an amazing career path. He is very passionate about developing young people's potential, and together our aim with this bursary is to facilitate the empowerment and talent of young people to succeed and grow in this industry", says Dr Ludi Koekemoer, acting CEO of AAA School of Advertising.

The requirements of the bursary for applicants include the following: the successful applicant needs to reside outside of the main commercial centres of South Africa. A written motivation of 500 words from the applicant's educator accompanied by

their matric prelim results. Also, to be included is an additional motivation letter from the student detailing their economic status and proof of residence. The bursary will also cover accommodation, ensuring that the prospective bursar's ability to register and complete the three-year degree is further supported.

It is important to note that the ACA will coordinate the applications, short-listing of the students and administer the entire process on behalf of the Nnete Modise Bursary. All submissions must be sent to melanie@acasa.co.za

Closing date for applications is 13 November, 2020.

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