



**ADVERTISING
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AAG BEGINS A PROFESSIONAL TRAINING SERIES TO SHARPEN SKILLS OF MARKETING COMMUNICATIONS PRACTITIONERS.

The Advertising Association of Ghana has started a skills development series for all professionals within the marketing communications industry. The professional training series called **ESSENTIAL SKILLS FOR MARKETING COMMUNICATIONS** has been crafted for individuals who ply their trade in advertising, corporate communications, marketing, sales, public relations, client service & account management, creative designs, general media management, etc.

The marketing communications space is a keenly competitive environment, globally. It is an industry of creative thinkers that is constantly introducing new trends and ingenious ways of service and product delivery. National and international brand owners are responding, on daily basis, to social changes and lifestyle demands in order to satisfy their clients and customers. Access to global markets and innovations through digital technology has made the industry even more fluid in its competitiveness. Practitioners in the marketing communications industry, have no choice in this ever-changing space than to keep themselves abreast with the rapidly changing trends and winning global practices.

It is for these reasons and many others that the industry thought leader in Ghana, the Advertising Association of Ghana, is introducing this series of professional skills development for its members and all individuals within the thriving marketing communications industry.

The first three modules to be taught as part of the essential skills series are:

1. Creative Thinking & Strategy
2. Best Practices in Media Planning
3. Effective Client Service and Account Management.

The modules will be taught by successful CEOs and practitioners within the industry who possess enviable track records, and are currently managing winning brands and services. The first set of modules will begin from Wednesday 24th April to Friday 26th April, 2024. The training sessions will be held at the graduate campus of the University of Ghana Business School, Legon, Accra.

The marketing communications industry is a key contributor to the Ghanaian economy with strong employment records, and wields enormous influence on politics, social life and bottom lines of both local and international businesses and brands.


ISAAC CUDJOE
Executive Director,
Advertising Association of Ghana
(AAG).

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