

# IAS

## PROFESSIONAL CERTIFICATE IN MEDIA PLANNING

CREATIVITY  
IN MEDIA  
PLANNING

INTRODUCTION TO MEDIA PLANNING

IMPACT OF NEW MEDIA

# IAS PROFESSIONAL CERTIFICATE IN MEDIA PLANNING

The 'IAS Media Planning School' has been designed to provide a holistic view of the media scene with a good balance between theory and practical learning. This course aims to cover the different aspects of media planning and teach all there is to about media as a communication channel.

The highlight of the course will be the field visits to Media Agencies and Media Owners. Besides acquiring an opportunity to listen to the top Media professionals, participants will also get a chance to work in groups on a media brief that will be critiqued by the cream of the industry.

Comprising 8 evening sessions of 3 hours each, this 8 weeks course will cover the following areas:

- **Media Touch Points and Introduction to Media Planning**
- **Media Maths and Technology**
- **Media Characteristics & Value**
- **Impact of New Media**
- **Media Dynamics: Intermedia and Intramedia Comparisons**
- **The Media Brief**
- **Creativity in Media Planning**
- **The Media Plan**
- **Case Study Review**

This programme has been developed to appeal equally to individuals working in the media and advertising/ marketing industries, as well as to those who aspire to enter the intriguing world of media. So, enrol today and gain that extra edge over your peers.

Interact with the experts. Experience the difference. Learn it from the real world!

Time : 7pm – 10pm

**IAS Student Membership - S\$50.00**

**IAS Members: S\$800.00**

**Non-IAS Members: S\$950.00**

*GST not applicable.*

*Mode of payment : All major credit cards and cheques only - no NETS/cash payment.*

To find out more, please call 6220 8382 or fax your enquiries to 6220 7187.

Alternatively you can e-mail us at [iasedu@ias.org.sg](mailto:iasedu@ias.org.sg) or [adexedu@ias.org.sg](mailto:adexedu@ias.org.sg). Do visit our website at [www.ias.org.sg](http://www.ias.org.sg)



## PROFILE OF IAS

The Institute of Advertising (IAS) was established in 1990. The then Honourable Minister of State for Trade & Industry; and Communications & Information, Mr Mah Bow Tan launched the Institute. It also received its official recognition from the Registrar of Societies in Singapore. It has since grown, from a simple provider of training courses in advertising and related subjects, into a professional organization today catering to the interests of individual advertising and communications practitioners nationwide.

### Diploma Courses conducted by IAS

- **Diploma in Marketing Communications**
- **Diploma in Creative Communications**
- **Professional Diploma in Advertising & Design**

### Professional Certificate Courses conducted by IAS

- **IAS Portfolio School**
- **IAS Brand Management School**
- **IAS Media Planning School**
- **IAS/4As Account Planning School**
- **IAS Copywriting School**
- **IAS Corporate Communications School**
- **IAS Video/Graphics Production School**
- **IAS Advertising by Design**
- **Professional Certificate in Advertising & Promotional Design**

### Awards

- **Diploma in Marketing Communications - Institute of Advertising, Singapore**
- **Diploma in Creative Communications - Institute of Advertising, Singapore**
- **Diploma in Marketing Communications - International Advertising Association, New York**
- **Professional Certificate - Institute of Advertising, Singapore**
- **Professional Diploma in Advertising & Design - Institute of Advertising, Singapore & Chatsworth Medi@rt Academy Pte Ltd**
- **Professional Certificate - Institute of Advertising, Singapore & Chatsworth Medi@rt Academy Pte Ltd**

### Participants from the following organisations have attended the IAS Courses listed at left

Asatsu-DK S'pore Pte Ltd  
AXN Asia  
Batey / Redcell  
Caltex International  
Clear Channel Singapore  
Coda Advertising Pte Ltd, Malaysia  
CreAds Advertising Pte Ltd  
Dentsu Asia Pte Ltd  
Draftworldwide Pte Ltd  
International Herald Tribune  
Kraftig Pte Ltd  
M&C Saatchi Singapore  
North Star Design & Communications Pte Ltd  
Siemens Pte Ltd  
Sime Darby Edible Products Ltd  
Spring Singapore  
Starcom Media Worldwide  
Temasek Polytechnic  
The Asahi Shimbun  
10AM Communications