



## **MPA MAGAZINE BRAND MANAGEMENT CERTIFICATE**

### **MPA Magazine Brand Management Course**

Is an industry recognised training program for people working in the publishing industry. Conducted by Malaysia Magazine Publisher Association, its short courses cover all disciplines of sales, marketing, creative & design and editorial are designed for all levels from trainee to senior executive level and are taught by senior industry practitioners.

Each course is developed in close consultation with industry groups, practitioners and academic education leaders. Courses are taught by leading publishing specialists. Classes comprise a mix of lectures, case studies, demonstrations and group work.

All sessions involve active student participation and discussion, as well as a series of practical exercises and group activities. Student work is assessed through assignments, class participation and exams, and students receive certificates for successful completion of individual courses or workshops.