



**Ad
School**

ESSENTIALS AND ACCELERATORS

AdSchool professional development delivers a broad range of industry-recognised training for people working in commercial creativity; advertising, PR, marketing, design, digital and production.

Certificate courses to develop core skills for entry and extended skills for intermediate levels are complemented by a suite of shorter accelerator workshops across a rich range of subjects.

AdSchool 2017 Programme









Classes comprise a mix of lectures, case studies and group work. All classes require active student participation and discussion, as well as a series of practical exercises, group activities and in many cases an end-of-term exam.

AdSchool courses are run in Sydney, Melbourne, Brisbane, Adelaide and Perth at slightly different times throughout the year. Please visit our website for dates in each location.

Essential Certificate Courses (5-8 weeks)

	Core Strategic Planning Skills
	Extended Strategic Planning Skills
	Core Account Management Skills*
	Extended Account Management Skills
	Digital Strategy & Experience Design
	Brand Storytelling (The Art of Copywriting)
	Art Direction & Visual Experience Design

Accelerators (1-2 days)

	Mindfulness		Commercial Management
	The Art of Persuasion		Data for Creatives
	Media Literacy		Digital Trends
	Digital Literacy		SEO Advanced
	Social Media Strategy		
	How to Sell a New Idea		

for more information and to book communicationscouncil.org.au

**includes IPA Foundation Online Certificate plus core modules delivered in classroom*