

IBC Prospectus



INTEGRATED BRAND COMMUNICATIONS



Why Us?

- Learn and work
- Develop in-demand skills
- Learn from industry experts
- Work on real brands
- Get Industry preparedness guidance
- Get Your dream job

WHAT IS OFFERED IN THE IBC PROGRAM?

- Marketing and Brand Planning
- Strategic Advertising and Management
- Integrated Media Management
- Digital for Business
- Account Management and Life Skills



DETAILS ON THE IBC COURSE OFFERING

Marketing and Brand Planning	The marketing process you use can either make or break your brand. A strategic marketing process will guide your overall marketing strategy and efforts. It will ensure you target the right customer segments, position your brand for a solid and sustainable advantage and help you maintain a keen eye on your goals and objectives.
Strategic Advertising and Management	The Strategic Advertising Management process will take the business problem at hand, develop a brilliant insight, and come up with the communication BIG IDEA, strategy, and creative brief for the communications team.
Integrated Media Management	With a strong focus on current shifts and changes in consumer media behaviour, this course ensures media planners combine creative thinking with factual analysis to develop appropriate strategies for campaigns that reach their target audiences as effectively as possible.
Digital for Business	The global digital transformation has pushed organizations, brands, and emerging businesses to adopt new strategies that enable better connections with a digital-savvy consumer. This course is designed to help businesses, marketing, and communication teams acquire digital marketing skills relevant to the ever-changing marketplace.
Account Management and Life Skills	Personal skills are critical to building exemplary performance in the marketplace and enriching relationships with self, family, and society. Also, contextualized to enable one to adapt to new norms and unpredictable times, this holistic unit covers a broad range of topics that will build your skills at a personal, team, and organizational level.



The International School of Advertising (ISA Africa) is a leading training institution in East Africa offering Marketing and Advertising Programmes that help current marketing professionals sharpen their skills, and attract career and business opportunities.

The Programmes focus on the critical aspects of Marketing, Branding, Advertising and Digital Marketing. ISA offers an experiential practice-based approach, making participants practically skilled to handle the requirements and challenges of their day-to-day tasks.

ISA Africa partners with relevant industry bodies including the Advertising Practitioners Association (APA) and the Marketing Society of Kenya (MSK).

It also partners with companies including Ogilvy Africa, IPSOS Synovate, Reel Analytics, and Telmar among others to ensure the industry's demands are met.

Our Industry Partners



ASSOCIATION OF
PRACTITIONERS IN
ADVERTISING-(APA)



 reelanalytics

telmar

Ogilvy.africa



SCANAD

Saracen | 

mediacom





ISA AFRICA



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