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From: Pusat Pengajian Teknologi Multimedia dan Komunikasi
Sent: Sunday, April 9, 2017 5:16 PM
To: UUM - All Staff; UUM - All Students
Cc: Dr. Ariffin bin Abdul Mutalib
Subject: SMMTC'S LECTURER IS AWARDED THE IPA FOUNDATION CERTIFICATE SCHOLARSHIP IN ASSOCIATION WITH 4A'S MALAYSIA



**Pusat Pengajian Teknologi
Multimedia dan Komunikasi**

SCHOOL OF MULTIMEDIA TECHNOLOGY AND COMMUNICATION

Universiti Utara Malaysia

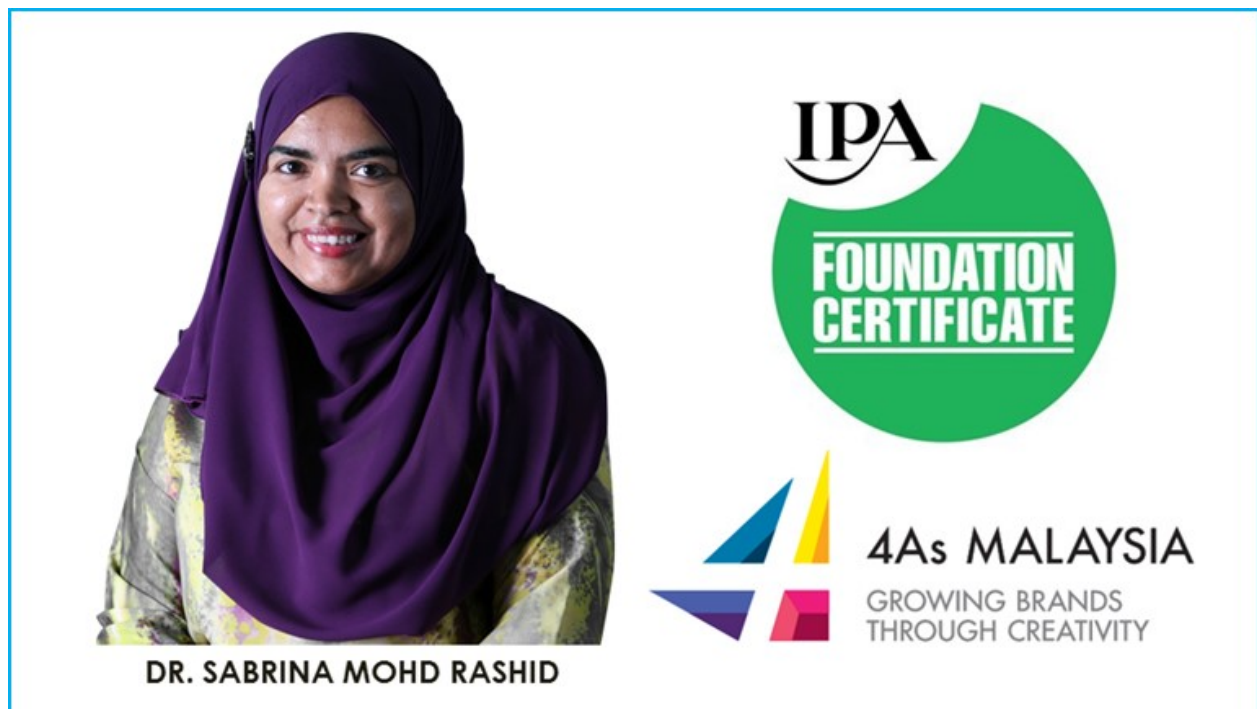
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(THE EMINENT MANAGEMENT UNIVERSITY)

YBhg. Dato' Seri/Datuk/Dato' /YBr. Prof/Prof. Madya/Dr/Tuan/Puan/Cik

SMMTC'S LECTURER IS AWARDED THE IPA FOUNDATION CERTIFICATE SCHOLARSHIP IN ASSOCIATION WITH 4A'S MALAYSIA



SMMTC ONLINE: An SMMTC lecturer, Dr. Sabrina Bt. Mohd Rashid has been awarded a scholarship by the Institute of Practitioners in Advertising (IPA), a prestigious institute based in the UK. It was through the advertisement of Association of Accredited Advertising Agents Malaysia (4As) that Sabrina found out about this scholarship. "Twelve scholarships, worth just under RM40,000, have been selected to full time advertising and marketing communications lecturers", says 4As president, Datuk Johnny Mun.

The IPA Foundation Certificate, developed by the IPK UK, is an award-winning and internationally renowned qualification that provides a rounded overview of the current advertising industry. The IPA is widely recognised as the world's most influential professional body for practitioners in advertising and marketing communication. The qualification is widely perceived as a rite of passage in the UK advertising industry. 4As partnered IPA to launch the certification locally in 2016.

The scholarship needs Sabrina to undertake 35-hour online courses, with 7 learning paths, that offers her a strong foundation and a comprehensive understanding of the marketing communication process; from understanding the advertisers' business, writing strategy and briefs, media, ideation and creative development up to campaign effectiveness.

In her application essay, supported by the Dean of SMMTC, Assoc. Prof. Dr. Ariffin Abdul Mutallib, Sabrina mentioned that she enjoyed the process of learning and challenging herself to be a more enlightened educator in order to produce graduates who can make a significant impact in the industry. It is also a serious concern that graduates produced today failed to meet industry needs. This reflects the gaps in the education curriculum. She hopes to address this matter through this course. Sabrina is also keen to understand, get involved in, and keep abreast of all the latest developments in the advertising domain.

SMMTC wishes Sabrina the best in completing the learning paths in the IPA qualification programme.

Thank you.



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