

THE IAA EDUCATION ACTIVITY

IAA Education Network

- 23 accredited institutes in 22 countries.
- More planning to join: Spain, Australia, Netherlands, Japan, Sri Lanka, Egypt, Lebanon, Hungary, USA, Bolivia.
- IAA Objective: by 1996, one accredited institute in each country with an IAA Chapter.

IAA Diplomas

Number of awarded IAA Advertising Diplomas since 1980: 10,039.

Number of awarded IAA Diplomas in International Advertising since 1983: 162.

Exam countries for the International Diploma 1994: Belgium, Finland, Greece, Holland, Iran, Korea, Malaysia, Singapore, South Africa, UK, USA.

- Institutes which offer courses on International Advertising: Finland, Greece, Holland, Malaysia, South Africa, USA (MSU).

List of Accredited Institutes and Associated Institutes in the USA

Argentina:

Escuela Superior de Publicidad, Buenos Aires.

Australia:

Charles Sturt University, School of Communication, Bathurst NSW.

Belgium:

Ecole Pratique des Hautes Etudes Commerciales (EPHEC), Bruxelles.

Chile:

Instituto Profesional Del Pacifico, Santiago.

Denmark:

IAA Education Denmark, c/o EURO RSCG, Copenhagen.

Finland:

Markkinointi Instituutti, Helsinki.

France:

Ecole Supérieure de Publicité, Paris.

Greece:

The Eurocentre of Marketing and Communication Studies, Athens.

Israel:

The College of Administration, Tel-Aviv.

Italy:

Università Cattolica del Sacro Cuore, Department of Advertising, Milano.

Korea:

KOBACO Advertising Academy, Seoul.

Malaysia:

Advertising Communication Training Committee (ACT), Petaling Jaya.

Mexico:

Universidad de la Comunicacion, Mexico, D.F.

Netherlands:

Stichting voor Reclame en Marketing Onderwijs (SRM), Amsterdam.

EllC-Emerson, European Institute for International Communication, Maastricht.

New Zealand:

The Auckland Institute of Technology, School of Marketing, Advertising & Tourism, Auckland.

Norway:

Norwegian School of Management, School of Marketing, Oslo.

Peru:

Instituto Peruano de Publicidad, Lima.

Singapore:

Institute of Advertising, Singapore.

South Africa:

AAA School of Advertising, Parklands, South Africa.

Switzerland:

SAWI, Biel 3.

Turkey:

Anadolu University, Communication Sciences College, Communication Arts Department, Eskisehir.

United Kingdom:

West Herts College, Watford Campus, Watford.

Associated Institutes in the USA:

Michigan State University, Department of Advertising, East Lansing, MI 48824-1212, USA.

Medill School of Journalism, Northwestern University, Evanstone III. 60208, USA.

University of Colorado at Boulder, School of Journalism and Mass Communication, Boulder, Colorado 80309-0287, USA.