

Mediamark launches skills development, knowledge-sharing initiative

In the KNOW NOW is Mediamark's new skills development and knowledge-sharing initiative aimed at ensuring that marketers and media-planning professionals are kept up to date with industry trends while also providing young media practitioners with additional skills.

In the KNOW NOW consists of physical programmes and web-based learning which is intended to develop media knowledge and skills among junior planners as well as experienced media practitioners.

For more, visit: <https://www.bizcommunity.com>