



The GWA Kompetenz-Programm – an initiative for career-long learning

The concept

The world is becoming more and more complex, especially when it comes to communication: more products, more spanned target groups, and the daily increasing variety of new communication channels – all this makes us learn something new every day.

Our clients have understood that the economy has targeted on consistent education and training. As advisory service providers, we have to set the pace.

The GWA meets the challenge by introducing its new Kompetenz-Programm. Our goal: career-long learning. What sounds like a hackneyed zeitgeisty buzzword, really is a concrete instrument that not only phrases the goal, but also claims it in practice.

Each path starts with a first step. We have the instrument that will help you to specifically control and document further education and training of your employees. We have the first online course, the beginner's level, also called G-Level, which shall complete the agency in-house and external schooling as well as the employee's initiative.

The GWA beginner-package/ G-Level

The online introductory course is designed for entrants and juniors, 0 – 24 month of professional experience. It covers six special fields of brand advertising: marketing, client services, market research, communication-strategies, creation, and implementation. The originally English contents, written by great names of economy, full professors and leading heads in the agency branch, have been translated and adjusted to the local communication market by German communication specialists.

Chapter-Tutors

The G-Level is a beginner-package of the GWA Kompetenz-Programm. The GWA has acquired renowned communication experts, who are outstanding in their own area of expertise.

Your GWA Kompetenz-Programm contact:

Astrid Reissig

Tel.: +49-69-256008-70

astrid.reissig@gwa.de