

May 27, 2021

Chief Executive Officer

Alphabet Media Academy
22, Olatunbosun Street
Shonibare Estate
Maryland, Lagos

Dear Sir,

Re: Introduction of Alphabet Media Academy

We refer to your letter dated May 17, 2021 on the above subject.

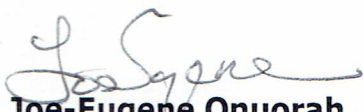
We sincerely commend the efforts of the Academy in imparting appropriate knowledge and skills as well as appropriate professional disposition on persons employed in the marketing communications industry.

In consideration of the richness of the curriculum offered by the Academy, the Management of APCON has approved that graduates of the Post Graduate Diploma in Media Management be admitted to write the final part of the APCON Professional Diploma in Advertising examinations. They will thereafter be awarded the PDA which is the statutory qualification for registration as Advertising Practitioners in Nigeria in the Associate category.

The details of this and other matters connected thereto will be reflected in a Memorandum of Understanding signed by APCON and AMA at your earliest convenient time.

Please accept the assurance of our high regards.

Yours faithfully.



Joe-Eugene Onuorah, rpa
Deputy Director, Registration & Career Matters

cc: Registrar/Chief Executive