

PRESS RELEASE

Honoris Educational Network Announces International Partnership to Provide Critical Skills in Mauritius

Mauritius, 26 May 2022 – South Africa’s Red & Yellow Creative School of Business joins Mauritius-based Honoris Educational Network to offer Digital Marketing to emerging talent in the country from July 2022. Not only is this a key milestone for both institutions, and the first international expansion for Red & Yellow, but also celebrates the introduction of the island's first-ever, fully online digital marketing course.

As member institutions of Honoris United Universities, the first and largest network of private higher education institutions in Africa, the launch serves as proof of its mission to provide a social infrastructure that responds to the growing need for cross-border collaboration in education. By uniting institutions across markets in Africa, Honoris is able to provide future-proof skills to the world’s largest growing workforce to solve the continent’s most pressing challenges.

As a result of the COVID–19 pandemic, Mauritius, like the rest of the world, has experienced a major shift in digital transformation. This change in mindset has dominated the marketing industry, whilst local businesses seek to upskill their workforce to manage marketing campaigns and community management in-house. The demand for these skills has created an increasing number of regional employment opportunities within the digital communications landscape, in addition to increasing the capacity for deploying human talent at a pan-African scale.

The education sector remains fairly traditional on the island, with a strong focus on face-to-face learning, however the past two years have shown an increased interest in online programmes allowing learners to elevate their skills anywhere and at any time. This upward trend further cemented Red & Yellow’s decision to expand across the African continent.

“With the Mauritian government focusing on building infrastructure to enhance connectivity across the island, the launch of the Digital Marketing online short course couldn’t have come at a better time,” says Andrew Allison, Chief Commercial Officer, Red & Yellow Creative School of Business. *“We believe that this course has the potential to be hugely beneficial, not only to first-time learners entering the industry; but also to local professionals wanting to continue their educational development, particularly with the addition of practical experience which is a fundamental part of our curriculum.”*

“The entry of Red and Yellow Creative School of Business Mauritius is a blessing to the marketing sector. The courses from the South African leading school will bridge the gap in the market. The digital marketing short course is the first program that will be offered, and this will be followed by other relevant programs in anticipation of the transformation that is taking place. Whilst the world of work has changed dramatically since the pandemic, technology is an essential tool to create more resilient, scalable and accessible systems. We hope that through this partnership with Red & Yellow Creative School of Business, this training will pave the way to re-imagining 21st century employability” added Professor Jaumally, Director of Honoris Educational Network, Mauritius.

Established in 1994, Red & Yellow Creative School of Business continues to be at the forefront of the educational sector in the creative and marketing industry. It prides itself on teaching the great creators, inventors, leaders and entrepreneurs for the 21st Century offering students a collaborative pedagogy that delivers the creative skills needed to thrive in a fast-paced digital world, cognitive skills such as

curiosity, problem-solving, intellectual flexibility and critical thinking, and recognized critical competencies in growing successful businesses.

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NOTES TO EDITORS:

About Red & Yellow Creative School of Business

Red & Yellow Creative School of Business is a CHE-accredited private higher education institution headquartered in Cape Town, South Africa. It is an established cornerstone of the South African marketing, advertising, design and business industries, teaching its students to think creatively and equipping them with the critical commercial and 4IR skills that they need to thrive in a digital world.

Established in 1994, the Red & Yellow Creative School of Business offers degrees, advanced diplomas and certificates in marketing and commerce, digital marketing, user-centred design, graphic design and art direction, copywriting, digital content creation, as well as business and corporate offerings. The school also offers a range of popular online short courses and national certificates, and its highly regarded corporate training team works with some of Africa's most well-known companies to deliver innovative, customised programmes focused around 21st century skills.

Red & Yellow has deep, longstanding ties with industry and works with leading brands and agencies throughout Africa to ensure its students and alumni are always world-class and work-ready. Its students are regular nominees and winners at local and international awards ceremonies, including the Loerie, Pendorings and D&ADs.

The school's alumni include business leaders who have achieved remarkable career success, across the continent and internationally, such as Jason Harrison and Faheem Chaudry of M&C Saatchi Abel; Veli Ngubane at Avatar; Dorcas Onyango at Coca Cola; and Steph van Niekerk at Grey JHB, ranked as South Africa's No. 1 Creative Director and No. 1 Copywriter in 2019.

Red & Yellow is a proud member of Honoris United Universities.

For more information, please visit www.redandyellow.co.za

About Honoris United Universities

Honoris United Universities is the first and largest pan-African private higher education network committed to transforming lives through relevant education for lifetime success. Collaborative intelligence, cultural agility and mobile mind-sets are at the heart of the Honoris approach to educate the next generation of leaders and professionals able to impact regionally in a globalized world. Honoris combines the expertise of its member institutions to develop world-class African human talent that is competitive in today's fast-paced, demanding and increasingly digitized labour and start-up markets.

Honoris comprises a community of **61,000** students on **70** campuses, learning centres and via on-line, in **10** African countries and **32** cities. The network is formed of **15** institutions: multidisciplinary universities, specialized schools, technical and vocational institutes, contact, distance, and online institutions. Students have an opportunity to experience exclusive partnerships and exchange programs in more than **190** universities across Europe, the United States and Asia. Over **420** degrees are offered

in Medicine, Health Sciences, Engineering, IT, Business, Law, Architecture, Creative Arts, Fashion and Design, Media, Political Science and Education.

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