

Memo: 01/2026

To: All Students

From: Office of The Dean, AAA School of Advertising

Date: 23<sup>rd</sup> February 2026

**RE: Welcome to AAA School of Advertising**

Dear Students,

Welcome to the AAA School of Advertising — and congratulations on taking this exciting step toward a dynamic and rewarding career in one of the world's most creative industries.

Whether you are joining us for the first time or returning for another exciting year, I want you to know that every member of our faculty and staff is deeply committed to your growth — not only as advertising professionals, but as critical thinkers, storytellers, and innovators.

At AAA, you will be challenged to push boundaries, question assumptions, and develop ideas that connect brands with people in meaningful ways. Our curriculum is designed to bridge the gap between creativity and strategy, equipping you with both the artistic vision and the analytical skills that today's advertising and marketing landscapes demand.

As you settle in, I encourage you to take full advantage of everything our school has to offer — engage with your lecturers, collaborate with your peers, enter your work for awards, and embrace every opportunity to learn. Some of your most valuable lessons will happen outside the classroom.

I look forward to getting to know each of you as the term unfolds. This is your time — make the most of it.

Best regards,

Avikar Ramsundra  
Dean of Faculty  
AAA School of Advertising

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