

# Executive Programme in Media Leadership

Strengthening Media Leaders in Africa

July to October 2025

**Gordon Institute of Business Science**  
University of Pretoria

Globally  
accredited,  
proudly  
African



This four-month programme is designed to equip participants with critical leadership skills necessary to transform and sustain their media organisations.

The programme addresses the pressing need for media leadership development, in a regional context enhanced by global-quality education.



**The Executive Programme in Media Leadership is a response to the current market crisis facing many media organisations in Africa and across the globe.**

This offering immerses participants in diverse contexts, promoting personal growth, encouraging disruption, and facilitating the adoption of alternative perspectives and

mindsets. The goal is to achieve greater media leadership and inspire transformative change within the industry.

Furthermore, the programme fosters the development of strong social capital, empowering participants to leverage collective leadership and drive innovation within the media sector.

**BENEFITS**

1

**Enhance Sustainability Leadership Skills:**

Participants will gain essential competencies required to drive transformation and ensure the long term sustainability of the news, media and communications industries.

2

**Build Leadership Expertise:**

Equip participants with critical management skills necessary for navigating and effecting change within the News and Media Industry.

3

**Foster Personal Growth and Diverse Perspectives:**

Immerse participants in various contexts that promote personal disruption and the development of alternative mindsets to address evolving industry demands.

4

**Develop Valuable Social Capital:**

Participants will cultivate a powerful network that empowers collective leadership, innovation and collaboration within the News and Media Industry.

**WHO SHOULD ATTEND?**

The course invites applications from practitioners and professionals across the African media and communications landscape, including:

- editors, newsroom leaders, and content strategists
- digital, technology, and product heads
- media executives and senior managers
- policy, financial and operational decision-makers
- communication professionals.

This Executive Programme is designed for individuals who have prior leadership exposure to maximise the value and impact of the programme.

**At the end of the programme:**

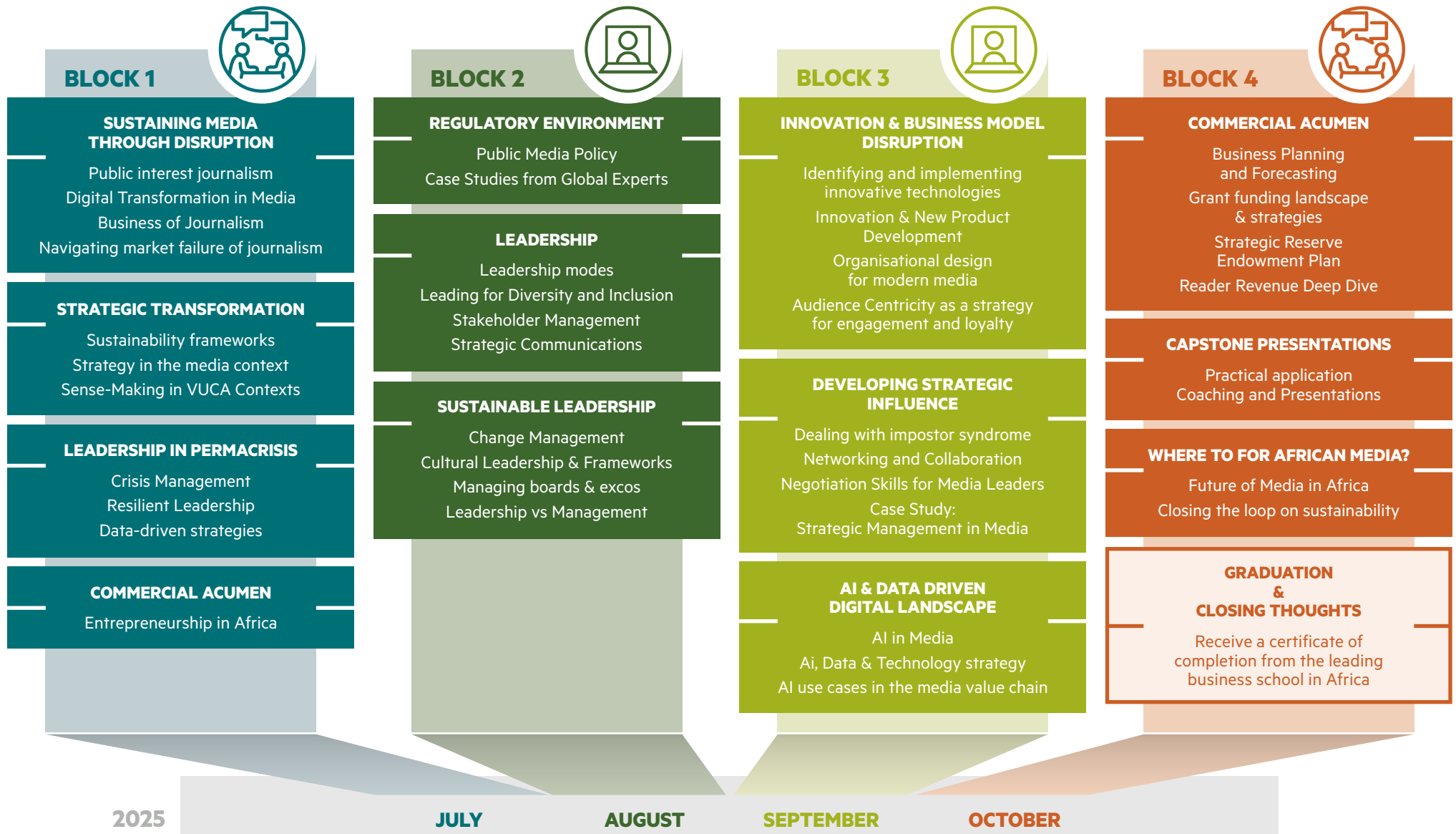
Participants will emerge with the strategic insights, advanced leadership skills, and innovative capabilities required to drive impactful change and lead effectively within a rapidly evolving media landscape.

# PROGRAMME ARCHITECTURE

IN PERSON AT GIBS



ONLINE



The programme is part of GIBS's commitment to the UN Principles for Responsible Management Education (PRME) and to the UN's Sustainable Development Goal (SDG) 16.

## PROGRAMME INFORMATION

### FACULTY LEAD

Michael Markovitz

### COURSE DESIGNERS

Anita Zielina

Styli Charalambous

Michael Markovitz

### FEE

R140 000 (includes tuition, instruction material, lunches and refreshments, accommodation for 6 nights and is VAT exempt).

### DATES

July to October 2025

### DURATION

12.5-Day Hybrid Programme: The programme spans 12.5 days across four blocks, consisting of 6,5 days of in-person sessions, 6 days of virtual engagements and coaching sessions, and two self-paced masterclasses.

### CONTACT

For enquiries call **+27 (0)11 771 4000** or email **execed@gibs.co.za**

For more information and an online application form, please visit **[www.gibs.co.za/execmedia](http://www.gibs.co.za/execmedia)**

## WHY GIBS?



Top business school for executive education in Africa



Best reputation among employers and first choice for students



Ranked amongst top 50 business schools worldwide for the past 10 years



Triple crown accredited, EQUIS (EFMD), AMBA (UK) and AACSB (USA)



Regional accreditation (AABS)

**GIBS is a Level 1 BEE Contributor.**

*\* Certain types of products and services, including the educational offerings made available by GIBS, are classed as VAT-exempt and do not attract VAT.*

### **Michael Markovitz,** **Director, GIBS Media Leadership Think Tank**

Lead faculty

Michael Markovitz is an adjunct faculty member of the Gordon Institute of Business Science (GIBS) in Johannesburg and heads the GIBS Media Leadership Think Tank - an independent research and advocacy platform providing solutions for African media in support of democracy. He is regarded as one of South Africa's leading experts on media and tech policy. In 2022 Michael was recognised by Rhodes University's Journalism and Media Studies School as one of their top 50 alumni in the school's first 50 years. In July 2023 he convened and hosted a global conference at GIBS which adopted "Big Tech and Journalism: Principles for Fair Compensation", now endorsed by 101 individuals and organisations from 28 countries. Michael has had various roles in the public and private sectors, including as an executive at Primedia for eight years, six years as special adviser to the chairperson of the Independent Communications Authority of South Africa (ICASA) and served his five year term as a board director of the public broadcaster, the South African Broadcasting Corporation (SABC). In addition to his journalism and honours degrees at Rhodes, Michael has an LLB from Wits and an MA from the University of York.

#### **Affiliations and Links:**

- GIBS Media Leadership Think Tank [🔗](#)
- Media Explorations newsletter [🔗](#)

### **Styli Charalambous** **Co-Founder and CEO at Daily Maverick**

Styli Charalambous is an accomplished media executive, strategic advisor, and cofounder with a focus on independent journalism, digital innovation, and sustainable media business models. He is the CEO of Daily Maverick, a leading South African investigative journalism outlet known for its in-depth reporting and hard-hitting analysis. Under his leadership, Daily Maverick has been globally recognised for its commitment to public-interest journalism and innovative approaches to revenue diversification.

Styli is deeply engaged in thought leadership on the business and evolution of the news industry. He has contributed to shaping the conversation around policy interventions that support the sustainability of independent media and lectures on the business of journalism and media strategy.

A finance professional by training, Styli combines his analytical expertise with a passion for media innovation. He is a sought-after speaker at global journalism conferences and has served in advisory capacities on matters of media policy and strategic transformation. In 2019, he was awarded South Africa's top prize for courage and integrity in journalism for his leadership at Daily Maverick.

#### **Affiliations and Links:**

- Daily Maverick [🔗](#)





## ACKNOWLEDGEMENTS

For early support at the concept stage, special thanks goes to **Khadija Patel**, Journalist-in-Residence, International Fund for Public Interest Media (IFPIM).

## SUPPORTED BY:

**if** International Fund  
for Public Interest Media  
Google News Initiative

## ABOUT GIBS

Internationally accredited Gordon Institute of Business Science (GIBS) is the University of Pretoria's business school based in Johannesburg.

We focus on general management and aim to significantly improve responsible individual and organisational performance in South Africa and our broader African environment through high-quality business and management education. Our purpose is to inspire exceptional performance to make business healthier.

The UK *Financial Times* ranked GIBS 26<sup>th</sup> globally for open enrolment programmes in the Executive Education Rankings 2024. In 2024, the GIBS MBA was recognised as having the best reputation amongst employers and being the first choice for students looking to pursue an MBA, by the *Financial Mail* Top MBAs Ranking. The Quacquarelli Symonds (QS) Global Executive MBA Rankings 2024 placed the GIBS MBA in the top 40% of its global ranking. In addition, in 2024, US-based *CEO Magazine* ranked GIBS 18<sup>th</sup> in its Global MBA Rankings, highlighting the School as a Tier 1 business school.

GIBS is Triple Crown accredited, holding EQUIS accreditation from the European Foundation for Management Development (EFMD), the Association of MBAs (AMBA), and the Association to Advance Collegiate Schools of Business (AACSB). GIBS is the 113<sup>th</sup> business school worldwide to achieve Triple Crown status. In addition, the School holds regional accreditation from the Association of African Business Schools (AABS) and local accreditation from the South African Council on Higher Education (CHE). GIBS is a member of the South African Business Schools Association (SABSA) and Global Business School Network (GBSN). GIBS is a United Nations Principles for Responsible Management (PRME) Champion and is an affiliate of the Central and East European Management Development Association (CEEMAN).

**GIBS is a Level 1 B-BBEE Contributor**

For more information, visit [www.gibs.co.za](http://www.gibs.co.za)

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