

# ADVERTISING AND MEDIA EXECUTIVE

## LEVEL 3

### APPRENTICESHIP STANDARD

This training programme is based on the Advertising and Media Executive, so it's important that you familiarise yourself with it and the knowledge, skills and behaviours that it covers. You can find a copy of the standard [here](#).

### HOW LONG DOES IT TAKE?

Typical training period of **16 months**

followed by an End Point Assessment period of up to

**3 months**

### SUMMARY

**This programme is ideal for anyone with commercial responsibility for media campaigns and those involved in the day-to-day progress of the advertising process, including receiving the brief, client management, liaising with stakeholders, suppliers and internal departments, through to measuring how effective the campaign or project has been.**

Delegates will develop key skills such as taking effective briefs, understanding client objectives, finding creative solutions and project management. They will gain knowledge of the industry and future trends, helping them to be prepared, innovative and proactive in their approach to campaigns and creative solutions. Learners will complete the 'core' apprenticeship and then move on to specialise in one of two main parts of the advertising process: producing the advertisement (creative), or distributing the advertisement (media).

### WHAT DOES THE CONTENT LOOK LIKE?

- ▶ Effective communication and interpersonal skills
- ▶ Understanding the advertising landscape
- ▶ Market/product/service knowledge
- ▶ End-to-end process and campaign workflow
- ▶ The digital landscape
- ▶ Customer relations, post-campaign analysis and evaluation
- ▶ Technical support, using radio and TV tools and equipment
- ▶ In addition, specialist pathways will cover creative (producing ads) or media (distributing ads)

### WHAT DOES IT INVOLVE?

To provide an immersive and varied experience, the learning journey is made up of various teaching and learning methods including:

- ▶ Practical and interactive workshops (these are typically delivered remotely)
- ▶ Set assignments & independent learning exercises
- ▶ Project work
- ▶ Self Guided Learning including Digital Workbooks
- ▶ Progress reviews with your dedicated Programme Lead
- ▶ Other methods such as flipped workshops, webinars and peer to peer learning, if and when relevant.

### ASSESSMENT & QUALIFICATIONS ACHIEVED

Regular on programme assessment including reports, presentations, project work, research assignments and the development of a portfolio of evidence.

**The End Point Assessment for this programme consists of two components:**

- ▶ Work-based Project
- ▶ Professional Discussion and Practical Observation

On completion of the programme, learners will gain the Level 3 Advertising and Media Executive Apprenticeship Qualification.

