

Advertising and Media Executive

level 3



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, from receiving the brief, client management and stakeholder liaison, 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).

Contents

- ▶ **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)**

Learning Journey

This training programme is based on the [Advertising and Media Executive Apprenticeship Standard](#).

To provide an **immersive and varied experience**, the learning journey is made up of various teaching and learning methods, including practical and interactive workshops, project work, group work, and self-guided learning. Other teaching methods, such as flipped workshops, webinars and peer-to-peer learning, will also be used, if and when relevant.

Regular **on-programme assessment** can include assignments, presentations, reports, independent learning exercises, and building a portfolio of evidence. Every learner will also have regular progress reviews with their programme lead.

The **End Point Assessment** for this programme consists of two assessment methods. Method 1: project showcase on a work based project with a slide deck, oral presentation and Q&A. Method 2: professional discussion and practical observation both supported by a portfolio of evidence.

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

Typical training period of

16 months

followed by an End Point
Assessment period of up to

3 months