

# ADVERTISING AND MEDIA EXECUTIVE

## LEVEL 3

### APPRENTICESHIP STANDARD

### HOW LONG DOES IT TAKE?

The expected duration of the programme is

**14 months**

### WHO WILL THIS PROGRAMME BENEFIT?

The Advertising & Media Executive Programme will benefit those with commercial responsibility for media campaigns and who are involved in the advertising process, from receiving the brief, setting objectives, budgets and timescales, through to campaign or project measurement. Delegates will usually specialise in one of two main parts of the advertising process; producing the advertisement (creative), or distributing the advertisement (media). All delegates will complete the 'core' apprenticeship and then specialise in one of these options.

In an ever-changing advertising landscape, this programme equips delegates with the latest industry knowledge and future trends, helping them to be prepared, innovative and proactive in their approach to campaigns and creative solutions. It is an ideal programme for those who have roles connected to S&P, commercial or media planning, advertising, project or production management.

### WHAT DOES THE CONTENT LOOK LIKE?

Topics covered are mapped to the key knowledge, skills and behaviours set out within the Apprenticeship Standard, and will include:

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

### WHAT DOES IT INVOLVE?

The programme will be 'built to fit' each client's needs, and will typically involve:

- ▶ Monthly workshops with our industry-expert Bauer Academy tutors
- ▶ Self-guided learning via our online platform – Apprentix with extensive learning resources mapped to the programme
- ▶ Regular assignments that focus on developing hands-on skills
- ▶ Monthly and quarterly 1:1 professional coaching visits with an Academy Development Coach

### ASSESSMENT AND QUALIFICATIONS ACHIEVED

End point assessment consists of a project presentation, practical observation and professional discussion, supported by a portfolio of evidence. After successful completion of this programme, delegates will have achieved the Level 3 IPA Foundation Certificate and the Level 3 Advertising and Media Executive Apprenticeship Certificate.

Delegates will be supported by our expert tutors and coaches every step of the way.

