

ADVERTISING AND MEDIA EXECUTIVE LEVEL 3

OVERVIEW OF THE PROGRAMME

Planned launch:
September 2022

Duration:
14 months excl.
End Point
Assessment

Cost: £8,000—can be
fully **levy-funded** *

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).

Upon successful completion of the programme, learners will have created a portfolio of work and achieved the Level 3 IPA Foundation Certificate, as well as the Level 3 Advertising and Media Executive Apprenticeship Certificate.

MEET THE TEAM



Kieren Puffett

Kieren is an award-winning, highly successful digital journalist, manager and communication specialist, with 11 years of experience as an editor of Parkers, a Bauer digital brand dedicated to helping car buyers. He has also worked with a range of blue-chip companies including Honda, the BMW Group, the AA, AutoTrader and National Geographic UK, creating and delivering their content, communication and social media strategies across multi-media platforms. Kieren also holds a Google Digital Marketing Leadership qualification.



Tor Thomas

Victoria (Tor) Thomas has spent most of the last 26 years of her professional life working as a creative leader across the biggest media groups in the UK. Tor has worked across a broad range of advertising and marketing specialities, from promotions and branded content to sponsorship, copy writing, digital and strategic advertising solutions to graphic design. Tor has completed an MSc in Creative Advertising Strategy, looking at current advertising strategy and trends, digital communications, persuasive writing, and consumer psychology to mention just a few highlights.



TIMETABLE



All timetable dates are provisional and subject to change – any necessary changes will be notified in writing to learners and employers.

Weds 31st August 2022 10am–1pm	Welcome/Enrolment Workshop An opportunity to meet your Programme Leader and find out more about the programme ahead
Thurs 1st September 2022 10am–5pm	Foundations: Self (Interpersonal Skills)
Weds 28th September 2022 10am–5pm	Workshop – Industry (incl. rules & regulations)
Weds 2nd November 2022 10am–5pm	Workshop – Agency roles and understanding a client's business
Weds 14th December 2022 10am–1pm	Study Huddle Opportunity to review and complete outstanding assignments, ask questions, plan project work and look ahead to end of programme
Thurs 5th January 2023 10am–5pm	Workshop: Project Management
Weds 1st February 2023 10am – 5pm	Workshop – Role of Creativity
Weds 1st March 2023 10am – 5pm	Workshop – IPA 1
Weds 5th April 2023 10am – 5pm	Workshop – IPA 2
Weds 3rd May 2023 10am – 5pm	Workshop – IPA 3
Weds 7th June 2023 10-1pm	Study huddle ahead of IPA exam
Weds 5th July 2023 10am–5pm	Workshop - Evaluating Effectiveness and Specialist Path
Weds 19th July 2023 10am–1pm	Study Huddle Opportunity to review and complete outstanding assignments, ask questions, plan project work, gather portfolio requirements and look ahead to end of programme
Weds 2nd August 2023 10am–5pm	Workshop – Digital Disruption in Advertising
Weds 6th September 2023 10am–5pm	Workshop – Pitch & Presentation
Weds 4th October 2023 10am–5pm	Deep Dive: Effective Communication & Perfect Portfolios
Weds 1st November 2023 10am–1pm	Study Huddle Opportunity to review and complete outstanding assignments, ask questions, plan project work, gather portfolio requirements and look ahead to end of programme
Weds 22nd November 2023 10am–5pm	Deep Dive: Project Planning & Advanced Presentation Skills
Tues 5th December 2023 10-1pm	Programme Reflection Huddle

MORE INFORMATION

* For more information on apprenticeship eligibility and funding, click [here](#).

Read our most [frequently asked questions](#).

To reserve your learner place(s) contact clients@baueracademy.co.uk