



JUNIOR ADVERTISING CREATIVE

LEVEL 3

OVERVIEW OF THE PROGRAMME

Planned launch:
September 2022

Duration:
12 months excl.
End Point
Assessment

Cost: £6,000—can be
fully **levy-funded** *

Creativity is the lifeblood of the advertising industry. In increasingly competitive global markets, it is the brands with creative, original, engaging advertising that really stand out from the crowd.

This practical work-based programme will help learners develop fresh thinking, brilliant storytelling capabilities and a resilient and open-minded approach by putting creativity, imagination and playfulness at its core. Learners will gain a solid foundational knowledge of the industry including key trends, audience behaviours, emerging platforms, regulations and advertising ethics. This programme also develops the interpersonal skills needed to thrive in the industry, including confident communication and collaboration techniques.

Upon successful completion of this programme, delegates will have created a portfolio of work and achieved the Level 3 Junior Advertising Creative Apprenticeship Certificate.

MEET THE TEAM



Michelle Mackay

Michelle teaches innovation strategy, creativity and developing creative cultures. Prior to joining the Academy, she was a radio producer and worked on some of the UK's biggest commercial radio networked shows. She also worked in the independent production sector on chart topping podcasts for The Guardian and Amnesty International. She is a Level 7 qualified coach and has teaching experience at colleges and universities in Scotland. Her drive and enthusiasm stem from her passion for coaching; working with each learner to define their goals, establish what is important to them and then to watch as they progress through their journey into even better versions of themselves.



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. She is equally at home working on client facing projects or creating her own workshops for training and development within creative industries. 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.

Thurs 22nd September 2022 10am – 1pm	Welcome/Enrolment Workshop An opportunity to meet your Programme Leader and find out more about the programme ahead
Tues 27th September 2022 10am – 5pm	Tools for the journey ahead Introduction to the industry and creativity, time management and communication basics
Fri 21st October 2022 10am – 5pm	Creativity 101 Creativity is the golden thread throughout the programme and this module lays the foundation, looking deeper at the creative process and creative problem-solving strategies
Fri 25th November 2022 10am – 5pm	Industry Awareness Roles within advertising, advertising ethics
Tues 6th December 2022 2pm – 5pm	Study Huddle Opportunity to review and complete outstanding assignments, ask questions, plan project work, gather portfolio requirements and look ahead to end of programme.
Tues 24th January 2023 10am – 5pm	Digital Disruption in Advertising
Tues 21st February 2023 10am – 1pm	Creative Campaigns 1: Understanding the Brief Including brand awareness, understanding audiences and effective questioning to get to the heart of the brief
Tues 21st March 2023 10am – 5pm	Creative Campaigns 2: Idea generation & development Writing for different audiences & prototyping (developing some multimedia basics to help bring ideas to life)
Tues 4th April 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.
Tues 25th April 2023 10am – 5pm	Storytelling basics & writing for different platforms Social media basics and creating engaging social media content
Tues 23rd May 2023 10am – 5pm	Creative Content Bootcamp Social Planning & Best Practice, Google Trends, Driving Online Traffic & SEO Optimising Content
Tues 20th June 2023 10am – 5pm	Creative Campaigns 3: Pitching & Presenting Includes looking at visual aids - slides, mood boards, storyboards, music, illustration etc, giving & receiving constructive feedback
Tues 11th July 2023 10am – 1pm	Study Huddle Opportunity to review and complete outstanding assignments (and practice presentations), ask questions, plan project work, gather portfolio requirements and look ahead to end of programme
Tues 25th July 2023 10am – 5pm	Industry Trends & Behaviours and Creative Collaborations & Networking Researching cultural trends and new delivery platforms in advertising; key industry guest panel discussion & networking
Tue 29th August 2023 10am – 5pm	Deep Dive: Effective Communication & Perfect Portfolios Top tips and practical exercises around effective communication to help prepare such as role play and interview techniques and looks at how to use storytelling tactics to create engaging portfolios of work.
Thurs 28th September 2023 10am – 1pm	Programme Reflection Huddle A short session to consolidate learning from across the programme, this session includes information on next steps for career development and progression, looking at ways learners can continue their learning beyond this programme.

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