



BLUE LION
TRAINING ACADEMY



LEVEL 3 ADVERTISING & MEDIA EXECUTIVE

Creating messages (campaigns) which are intended to inform or influence the people who receive them is key for gaining the loyalty from customers. This apprenticeship is for new apprentices and/or existing staff in full time employment within advertising and media.

The broad purpose of an Advertising and Media Executive is to assist with the day to day progress of the whole advertising process, from receiving the brief from the marketing team, including objectives, budget and timescales, through to the measurement of how effective the advertisement has been.

To successfully complete this apprenticeship, learners must review all of the lessons and complete all of the quiz modules based on the Knowledge, Skills & Behaviours (KSBs) ready for gateway and completion of the End Point Assessment checklist before successfully completing the final assessment by the recommended EPA Organisation.

Our online e-portfolio system will guide the apprentices through a simple to follow curriculum aligned to all the required Knowledge, Skills and Behaviours, with a variety of virtual learning environments and insights to the best examples to help excel their learning.

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COURSE STRUCTURE



Institute for Apprenticeships
& Technical Education

Individual lessons also include simulations, toolsets and interactive practice exercises. Each session ends with an interactive quiz to test acquired knowledge, skills and behaviours. Individual employers will set their own entry requirements, but this will typically include English and Maths at GCSE Grade C (4) or above, they must also pass a IPA Foundation Certificate during the apprenticeship.

The End Point Assessment will include the following after the EPA Checklist has been completed:

- **Project showcase**
(Work based project with slide deck, oral presentation and Q&A)
- **Professional discussion and practical observation**
(supported by a portfolio of evidence)

The learner will understand clients marketing objectives and help link to the media where they might place their advertising. They will assist in planning campaigns by providing the team with up to date media metrics. They are aware of the performance and trends of different media options and take this into account when discussing with the team. They will help build and maintain relationships with media owners and use this to help negotiate rates strategically and tactically, conscious of long-term relationships. The training and coaching days are bespoke to the employer or cohort and can be for individuals or groups of 10 learners per cohort.

Advertising & Media Executive Apprenticeship

PROGRAMME
DURATION



18 MONTHS

TRAINING
DAYS



BESPOKE

LEVEL OF
TRAINING



ST0644

COACHING
DAYS



BESPOKE

ASSESSMENT
CHECKLIST



2 DAYS

TRAINING
METHOD



REMOTE



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