



BLUE LION
TRAINING ACADEMY



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WHO IS THIS APPRENTICESHIP SUITABLE FOR?

Advertising & Media Executives help 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.

Choice of Media or Creative Pathway

Learn about:-

- Planning campaigns & executing them into practice
- Monitor campaign costs & budget plans
- Arrange & attend meetings, conferences, exhibitions
- Check projects to ensure legal, ethical & regulatory issues for marketing have been adhered to
- Recognise, listen & influence people to keep on track
- Maintain information systems



Level 3
Advertising &
Media Executive

ENTRY REQUIREMENTS

- ✓ Need to be employed in a marketing role
- ✓ UK Resident for the last 3 years
- ✓ English & Maths qualifications desirable

JOB TITLES INCLUDE

Advertising Executive, Media Executive,
Marketing Specialist



MARKETING & MEDIA PATHWAY: LEVEL 3 - ADVERTISING & MEDIA EXECUTIVE APPRENTICESHIP

APPRENTICESHIP COMPONENTS

DELIVERY MODEL

With a choice of Media or Creative pathways you can start your Marketing career with an expert marketer as your tutor at Blue Lion Training Academy!

Our flexible delivery model will support each learner to learn new skills & develop their marketing knowledge to create messages & campaigns which are intended to inform or influence the people who receive them whilst supported by a Blue Lion expert!

At Blue Lion, you can expect to receive:-

- Tailored tutor led delivery
- Personalised 1-2-1 tutor support sessions
- Assessments to demonstrate knowledge
- Set tasks to apply skills & behaviours
- Tri-partite progress reviews with Manager & tutor

WHY BLUE LION TRAINING ACADEMY?

- ✓ Grade 1 Outstanding “OFSTED” training provider
- ✓ Full key account management with monthly or quarterly reviews
- ✓ Learner centric reporting suite for employers
- ✓ Sector specific tutors with industry experience
- ✓ Bespoke delivery made fit for purpose
- ✓ 100% first time pass rate
- ✓ Local and national delivery

Assessment method 1: Project Showcase (project with slide deck, oral presentation and Q&A)

Assessment method 2: Professional discussion and practical observation (supported by a portfolio of evidence)

FUNCTIONAL SKILLS

All learners will be required to complete Level 2 Functional Skills English & Maths, unless they can provide certificates for previous qualifications achieved e.g. GCSE's, A-Levels, Key Skills. Whether they're just starting out their career journey or are a mature learner who have misplaced their certificates, there's no need to worry!

Our dedicated tutors are committed to guiding each learner every step of the way, ensuring they successfully achieve their Functional Skills.

Learners can embrace the opportunity to enhance their skills and secure a brighter future in their chosen field, supported by our Blue Lion team.

OFF THE JOB TRAINING (OTJ)

Learners are required to complete 6 hours of “OTJ” training per week. All activities are designed to support learners develop the knowledge, skills and behaviours to become occupationally competent.

Learners can access tasks and activities through our e-learning platform bud, which simplifies OTJ logging for effortless tracking!

END POINT ASSESSMENT