



ADVERTISING AND MEDIA EXECUTIVE

LEVEL 3
16 MONTHS
FUNDING BAND 11
£8,000



Provider of professional qualification(s):



On this Advertising and Media Executive level 3 apprenticeship programme, learners will create messages which are intended to inform or influence the people who receive them. They help build and maintain relationships with media owners and use this to help negotiate rates strategically and tactically, conscious of long-term relationships. Alongside the apprenticeship training, the certificates will give apprentices a deeper understanding of the advertising sector.



EMPLOYERS THAT WE WORK WITH:



Civil Service Learning

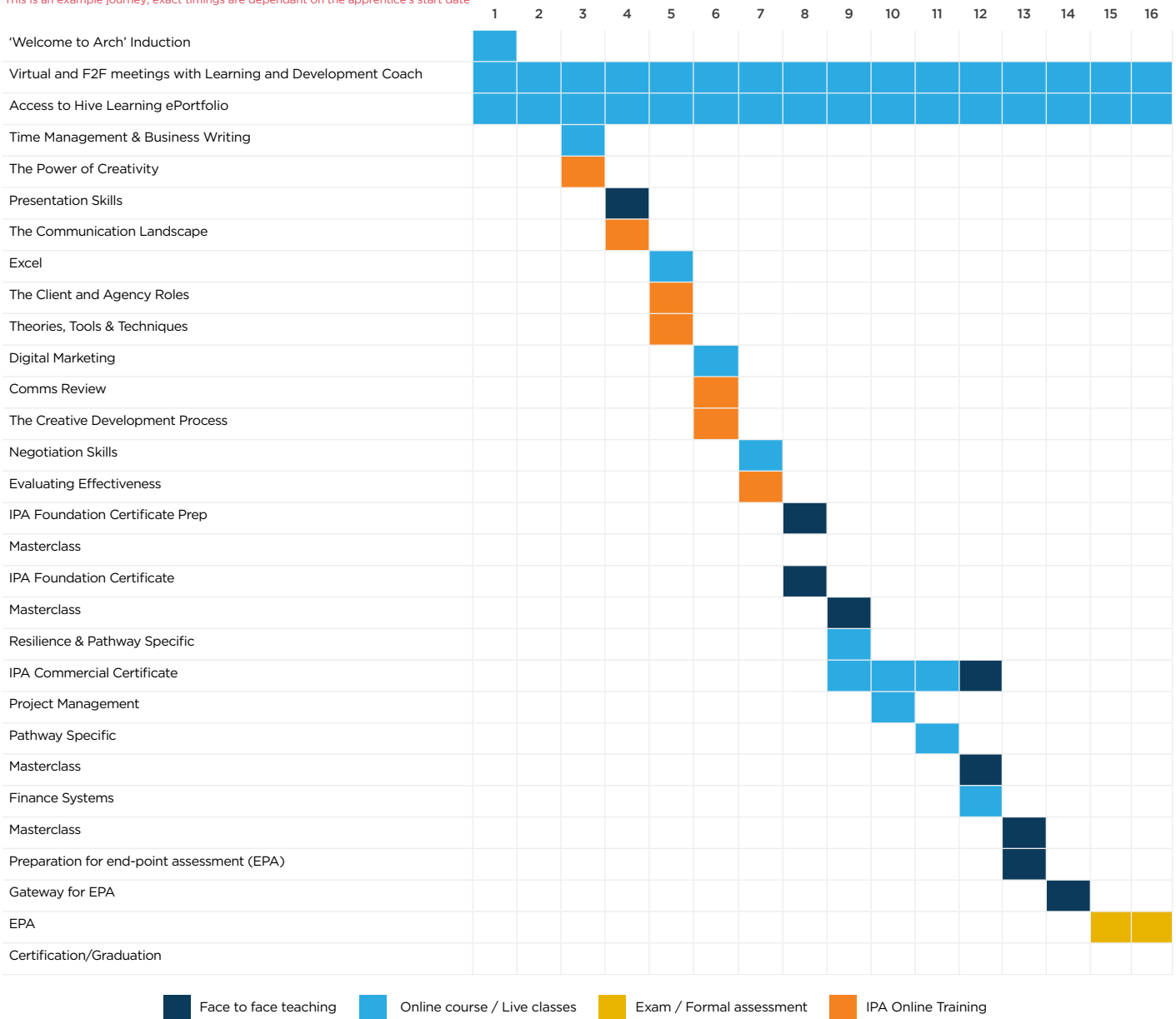


worldpay



YOUR LEARNING JOURNEY

This is an example journey, exact timings are dependant on the apprentice's start date



Face to face teaching
 Online course / Live classes
 Exam / Formal assessment
 IPA Online Training

ABOUT ARCH APPRENTICES

- Arch was first developed by the Blenheim Chalcot group to supply digital talent to their fast-growing start-ups. The programme soon grew and began providing apprentices to external clients - one of the first being Google.
- We have led on the creation and delivery of a number of apprenticeship programmes including the first digital marketing apprenticeship.
- In 2016, Ofsted rated us 'Outstanding' in every area
- We're one of the fastest growing providers in the UK and recently won the exclusive rights to deliver finance and HR apprenticeships across Civil Service Learning, and also chosen as approved providers across the public sector for a selection of apprenticeships.

PRE ENTRY REQUIREMENTS

- Must already have English and Maths GCSEs at Grade C (4) or above and preferably a total of five GCSEs.

WHAT'S INCLUDED IN THE APPRENTICESHIP?

20% of the apprenticeship must be done away from the apprentices' work to count towards their off-the-job training - this can be a mix of face to face and virtual classrooms, projects, distance learning and meetings with their dedicated Learning and Development Coach.

Qualifications included:

- IPA Foundation Certificate
- IPA Commercial Certificate
- Advertising & Media Executive Level 3 Apprenticeship

