



Llywodraeth Cymru
Welsh Government

Apprenticeship Framework in Advertising & Marketing Communications (Wales)

Framework No: FR04102 Issue: 2 Date: 04/07/2017

The content of this Framework has been agreed and published by Creative & Cultural Skills

OVERVIEW:

This Framework specifies the standards and criteria for the delivery of Level 4 training provision within the Culture Media and Design sector. Successful completion of the provision will lead to the award of a designated/regulated qualification(s) within the sector.

The Level 4 Apprenticeship is suitable for a variety of specialist roles including multi-platform working, project and business planning skills and creatives who understand traditional and digital advertising techniques.

MANDATORY OUTCOMES

Achievement of these qualifications will be assessed by verification through the appropriate awarding body. Participants must complete:

- Either a competence and a knowledge qualification or a combined competence and knowledge based qualification from one of the following pathways.
- Essential Skills and the Employment Rights and Responsibilities as stated below.

Pathways for this Framework at level 4:

Pathway 1: Advertising & Marketing Communication

Essential Skills Wales:

Level 4 Apprenticeship

Application of Number Level 2, Communication Level 2, ICT Level 2

Employment Rights and Responsibilities (ERR)

The appropriate underpinning knowledge and induction covering workplace Employment Rights and Responsibilities (ERR) is **optional**.

FURTHER INFORMATION

For the full and detailed content and specification for this Framework please contact:
Creative and Cultural Skills