

Industry training opportunities

There is an array of training offered by the industry. Please find below details of some of the learning on offer:

Media

Thinkbox: TV Masters

<https://tvmasters.thinkbox.tv/>

Digital Marketing Institute: Digital strategy and planning

https://digitalmarketinginstitute.com/resources/lessons/strategy-and-planning_media-buying_3eq0

IAB Digital Media Buying & Planning Certifications

<https://www.iab.com/certification-programs/iab-digital-media-buying-planning-certification/>

Effectiveness of News Brands

[Why journalism matters to brands](#)

Planning and buying radio

<https://radioworks.co.uk/plan-and-buy-audio/>

Understanding IPA's Touchpoints

<https://ipa.co.uk/courses-qualifications/touchpoints/>

Fundamentals of digital marketing

https://learndigital.withgoogle.com/digitalgarage/course/digital-marketing?fbclid=IwAR02snlICj-2LXzz_NSt4m1i3JJilj0y8C-o07kMKOwsZgCO3xmhjuzW1s

Industry regulation

Understanding the UK's Advertising Codes

<https://www.asa.org.uk/advice-and-resources/cap-elearning.html>

Clearcast Training

<https://www.clearcast.co.uk/training-2/>