

## 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** <u>https://digitalmarketinginstitute.com/resources/lessons/strategy-and-planning\_media-buying\_3eq0</u>

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=IwAR02snIICj-2LXzz NSt4m1i3JJJiJij0y8C-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/

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