

APPRENTICE FUTURE

MARKETERS WEEK

Supported by



DM
Data &
Marketing
Association **A Talent**
Part of the DMA

*Become a marketer for
five days, and work on
a challenge set by
the Royal Navy*

A career in marketing is open to anyone, no matter the subjects you've studied, the grades you've got, and you definitely don't have to go to university.

In fact, an apprenticeship is the perfect route in, and our Future Marketers Week will help you get into one.

If you're leaving Sixth Form or College this year and want to begin a marketing apprenticeship, this is an opportunity not to be missed!

[Apply here](#)

FIND



YOUR PLACE

IN THE MARKETING INDUSTRY

WHY SHOULD I DO A MARKETING APPRENTICESHIP

There are lots of reasons why you should become an apprentice:

1. Get Paid to Learn

As an apprentice, you learn while you earn. You're employed by an organisation in a full-time job. You earn a salary, and your training is paid for you.

2. No University Debt

You leave a three-year university course with £27,750 debt, plus any student loans you take out. There's no debt involved with doing an apprenticeship.

3. Gain a Professional Qualification & Sort After Skills

On completion of your apprenticeship, you'll gain a professional qualification that's recognised across the UK, along with practical evidence of using the skills you've learnt in the real world.

4. Learn From Marketing Experts

You'll be rubbing shoulders with marketing professionals every single day, learning how things are done in real life, rather than through a textbook.

5. Bring New Knowledge Into Your Organisation

You'll be able to apply up-to-date marketing techniques into your work straight away, making what you learn really sink in, as well as impressing your manager!

6. Stand Out From The Crowd

University graduates have a qualification, but often lack the practical work experience employers are looking for. As an apprentice, you'll be gaining real world marketing skills and experience from the word go!

7. Pick Up All Important Soft Skills

Work life is very different to education. As an apprentice, you'll pick up the soft skills that employers are looking for. Things like how to communicate with colleagues, build relationships, and how to navigate day to day office life.

8. Build Your Professional Network

One of the most valuable things for any marketer is their network. You'll start building yours from day one, meeting key people in the industry who'll support you throughout your career.

9. Meet Friends For Life

University isn't the only place you can do that! Organisations want to keep their staff happy, so there's lots of social events to get involved in!

BECOMING AN APPRENTICE – MADE EASY

Future Marketers Week is your first step to becoming a marketing apprentice

Join us from 11 – 15 July, and become a marketer for five days, working on a challenge set by the Royal Navy.

We'll support you over the week with hands on workshops led by marketing professionals who'll help you focus your ideas, learning key marketing concepts along the way.

You'll also meet lots of marketing apprentices, giving you the opportunity to ask lots of questions to get to grips with what being one is really like.

The week is hosted online through Speakers for Schools, with one day spent at one of our in-person employer workshops in either London, Bristol, Manchester or Edinburgh.

Here, we'll show you what to include on your CV, and give you top interview tips which you'll test out through mock interviews with real employers.

You could even land a marketing apprenticeship from one of the employers you meet!

We'll all be together from 10am-3pm each day.

Here's what you'll be getting up to:

Day 1: Royal Navy marketing challenge set. Meet the team you'll be working with and get started. Meet Marketing Executive apprentices.

Day 2: Create your marketing proposition and understand your customers. Meet Data Analyst and Customer Relationship apprentices.

Day 3: Creative thinking workshop. You'll learn how to use marketing channels such as social media and email. See what a marketing agency does. Meet Junior Creative apprentices.

Day 4: Travel to the in-person employer workshop. Meet employers, fix your CV, and nail your interview skills.

Day 5: Present your ideas in response to the Royal Navy's challenge in with your team.

We'll also make you a DMA Student Member, giving you access to the IDM Award in Marketing and IDM Award in GDPR, as well as a wealth of marketing resources that will give you a head start in your career.

[Click Here to Apply](#)

If you have any questions, please contact us on dmatalent@dma.org.uk



ABOUT US

DMA TALENT

Inspiring the Next Generation

DMA Talent champions the future stars and the diverse talent that offers such rich promise to the UK data and marketing industry.

We're a part of the Data & Marketing Association (DMA) – Europe's biggest community of data-driven marketers - and through DMA Talent we build pathways for students and apprentices to tap into a vibrant, thriving world of data-driven creativity, marketing, technology and innovation.

Our initiatives are free-to-attend, and feature inputs from creative leaders, innovative data and marketing practitioners, and some of the industry's most pioneering thinkers.

We also work with educators and higher education institutions to help students gain skills to make them more employable and to place student talent in front of businesses drawn from around the agency, client, tech and innovation spaces.

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DATA & MARKETING ASSOCIATION

We are Europe's largest community of data-driven marketers

The DMA is the driving force of intelligent marketing.

We lead the UK data and marketing industry to create environments and cultures of excellence: where you can develop your skillset, your teams can grow, businesses diversify and thrive, and everybody benefits.

Throughout we guide and inspire our community of Members and the wider industry to shape thriving, sustainable, people-first business cultures, and provide the tools, insight, training and support you, your team and your business need to achieve your professional and organisational goals.

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