Vocational training in Germany (Ausbildung)

Marketing communications clerk (Kaufmann/-frau für Marketingkommunikation)

Kaufmann für Marketingkommunikation / Kauffrau für Marketingkommunikation

You design, plan and monitor advertising and communication campaigns: a 3-year paid training, in an agency or a company, with classes at a vocational school.

LEVEL	DURATION	GERMAN	PAY DURING TRAINING
Baccalaureate required	**3 years** 36 months	**B2** required level	**€1,149 to €1,319** gross / month, during the training

We are by your side from day one until you arrive in Germany.

GERMANY
+49 (0) 7033 694 18 80

CAMEROON
+237 622 20 81 64

www.campus-allemagne.org

Douala office : Rond-point Maetur Bonamoussadi – Nice Cream building (4th floor), opposite the COGENI hardware store, Douala, Cameroon

View the full sheet online

THE OCCUPATION IN 30 SECONDS

What a marketing communications clerk does

They analyse markets and audiences, help shape brand strategy, prepare campaigns with creatives and service providers, and check how they are carried out.

Analyse

Study a market, pin down the target audiences and identify client needs.

Design

Help shape brand strategy and concepts for communication campaigns.

Manage

Plan resources, choose service providers, and monitor deadlines, costs and quality.

This occupation is for you if…

- ✓ you have a head for business and organisation
- ✓ you enjoy communicating, persuading and listening to clients
- ✓ you are comfortable negotiating with service providers
- ✓ you are interested in brands, media and advertising

Less suitable if…

- – you dislike working with figures and budgets
- – you want a manual job, far from the office
- – you dislike presenting your ideas to clients

A TYPICAL DAY IN THE WORKSHOP

08:30 **Team meeting** : Review the campaigns in progress and share out the day's tasks.

09:30 **Market analysis** : Look up information on the target audience and on competitors.

11:00 **Client briefing** : Understand a campaign's objectives and note down the client's expectations.

13:30 **Developing a concept** : Prepare a campaign idea and a first plan with the creative team.

15:00 **Choosing a service provider** : Compare offers for printing or production and negotiate the terms.

16:30 **Budget monitoring** : Check the costs and deadlines of a campaign being carried out.

Market analysis · Brand strategy · Campaign design · Media planning · Project management · Budget and cost control · Rights and licences · Communication skills · Organisation · Negotiation · Creativity · Teamwork

THE TRAINING

How the Ausbildung works

In Germany you learn by working: this is the “dual system”. You are an employee of a company and a student at a vocational school (Berufsschule) at the same time.

3 to 4 days a week at the company | **1–2 days school**

Year 1

Business basics

- Company, brands and media
- Communication and client relations
- Briefing and first projects

Year 2

Market and campaigns

- Market and target analysis
- Concepts and copyright
- Intermediate exam

Year 3

Project management

- Concepts and media planning
- Providers and campaign control
- Final exam

Exams and qualification

A written intermediate exam (Zwischenprüfung) in the middle of the second year (120 minutes), then the final exam (Abschlussprüfung): marketing concepts, implementation of measures, economics and social studies, and a case-based discussion. Qualification: the IHK final certificate (Abschlusszeugnis) from the Chamber of Commerce and Industry.

YOU ARE PAID DURING THE TRAINING

What you need to apply

- ✓ Baccalaureate level is required.
- ✓ The required level is B2. Good technical vocabulary for the trade is a real plus.
- ✓ The job is mostly sedentary. Workplaces vary: offices, clients' premises, trade fairs or events, and shift work is possible.

Documents to prepare

- ✓ CV and cover letter in German
- ✓ Translated baccalaureate diplomas and transcripts
- ✓ German B2 level certificate

AFTER THE TRAINING

Where it can lead

STRAIGHT AWAY

Communications assistant

Work in an advertising or PR agency, or in a company's marketing department.

WITH EXPERIENCE

Marketing Fachwirt

Take the Fachwirt further training (marketing specialist) to aim for a post with responsibility.

LONGER TERM

Studies or own agency

With the required entry level, study marketing or set up your own agency or consultancy.

YOUR PATHWAY WITH CAMPUS GERMANY

We are by your side from day one until you arrive in Germany

1

CHECK MY ELIGIBILITY

Take the test online or at the office

The eligibility test is done online on our website, or by visiting our Douala office directly.

2

TALK TO AN ADVISOR

Talk to our team

Germany: **+49 (0) 7033 694 18 80**
Cameroon: **+237 622 20 81 64**

3

PREPARE YOUR GERMAN

DZK, our language centre

Deutschzentrum KAGEDEV (DZK) is our own language centre in Douala. Outside Douala: partner language centres, call us to find the nearest one.

4

GET THE CONTRACT

AZUFA is always us

AZUFA is our platform: it connects you with German companies that recruit apprentices and follows your application through to the training contract.

Douala office

Rond-point Maetur Bonamoussadi – Nice Cream building (4th floor), opposite the COGENI hardware store, Douala, Cameroon

From German A1 to the first day of training in Germany

Each step is run by one of our structures. You keep the same contact from start to finish.

1 — **Check my eligibility**
The test is done online on our website or at our Douala office.
RUN BY CAMPUS GERMANY

2 — **Talk to an advisor**
Review your profile, your wishes and the chosen occupation.
RUN BY CAMPUS GERMANY

3 — **Learn German, from A1 to B2**
Courses adapted to your starting level, up to the required B2 level. In Douala at our own language centre; elsewhere, with our partner centres.
RUN BY DZK

4 — **Prepare the application file**
CV and cover letter in German, translated baccalaureate diplomas and transcripts, B2 level certificate.
RUN BY CAMPUS GERMANY

5 — **Find the company and sign the training contract**
We connect you with German companies that recruit apprentices, and follow your application through to the contract.
RUN BY AZUFA

6 — **Prepare the visa and paperwork**
Support to gather the documents and complete the administrative steps.
RUN BY CAMPUS GERMANY

7 — **Prepare your departure and settling in**
Travel, housing and first steps in Germany: we prepare you before you leave.
RUN BY KAGEDEV E.V.

8 — **First day of training in Germany**
You arrive prepared and supported, with a team that has known you since day one.
RUN BY AZUFA

Contact us

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