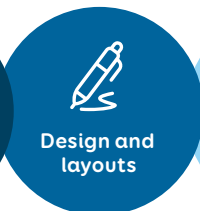




MEDIAMATICS VET WAY UP PLUS

Mediamatics specialists work at the interface of marketing, admin and ICT. They are highly skilled in the production and use of multimedia. Their work tends to be very varied. They develop marketing and communications measures, manage social media channels, organize events, produce photos and videos, create and edit websites, put together advertising materials such as flyers and brochures, and manage their own simple projects.



Education and training

Course duration

2 years

VET school

BBZ Business, Computer Science and Technology, Sursee

School days

2 days per week on average

Inter-company industry courses

5 courses, 5 days each

Requirements

- Federal academic or vocational baccalaureate
- Interest in new technologies and communication tools
- Enjoys dealing with people
- Creative and organizational skills
- Networked thinking
- Independent, structured worker

Special features of the way up plus apprenticeship

This apprenticeship is ideal for young adults with an academic or vocational baccalaureate who are keen on mediamatics and wish to get work experience and develop their network. They do a two-year apprenticeship leading to the federal VET diploma, getting a taste of the world of work and direct access to the technical colleges.



Find out more about
the apprenticeship online

bildxzug - a host company offering many options

- Optional mediamatics support program
- In-house seminars, workshops and coaching
- Attractive placements* & support from skilled, experienced personnel
- Long-term career opportunities via partner network

*Way up plus apprentices usually do all their practice with a single bildxzug partner company.