

MFA e-Learning: 3 Semesters in 2023

Registrations for Semester 1 close on 25 January

Created and delivered by media agency experts from member agencies, the MFA’s e-learning program aims to equip media agencies, marketers and media owners with a standardised benchmark of digital and television media knowledge.

2023 MFA e-LEARNING - SEMESTER 1 TIMETABLE

AUTUMN SEMESTER (FEB – APR)								
MFA DIGITAL FOUNDATIONS			MFA TELEVISION FOUNDATIONS			MFA HOW TO BUY TELEVISION		
FEB	5	CERT I - Display	FEB	5		FEB	5	
	12	CERT I - Video		12			12	
	19	CERT I - Social		19			19	
	26	CERT I - SEM		26			26	
MAR	5	STUDY WEEK	MAR	5	TV Landscape	MAR	5	Pre-Buy
	12	EXAM - CERT I		12	Planning		12	Buying Best Practice
	19	Break		19	Buying		19	Buying Method 1 - <i>Optimisation</i>
	26	CERT II - SEO		26	STUDY WEEK		26	STUDY WEEK
APR	2	CERT II - Content Marketing	APR	2	Factors Influencing Cost	APR	2	Buying Method 2 - <i>Briefing Networks</i>
	9	CERT II - Programmatic		9	Evaluation / Measurement / Reporting		9	Ongoing Management & Post Analysis
	16	CERT II - Measurement		16	BVOD		16	Understanding BVOD Buying
	23	STUDY WEEK		23	STUDY WEEK		23	STUDY WEEK
	30	EXAM - CERT II		30	EXAM		30	EXAM



For member agencies only