

## 2023 MFA e-LEARNING SEMESTER 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

### WINTER SEMESTER (MAY – AUG)

MFA DIGITAL FOUNDATIONS			MFA TELEVISION FOUNDATIONS			MFA HOW TO BUY TELEVISION		
MAY	14	CERT I - Display	MAY	14		MAY	14	
	21	CERT I - Video		21			21	
	28	CERT I - Social		28			28	
JUN	4	CERT I - SEM	JUN	4		JUN	4	
	11	STUDY WEEK		11	TV Landscape		11	Pre-Buy
	18	EXAM - CERT I		18	Planning		18	Buying Best Practice
	25	Break		25	Buying		25	Buying Method 1 - <i>Optimisation</i>
JUL	2	CERT II - SEO	JUL	2	STUDY WEEK	JUL	2	STUDY WEEK
	9	CERT II - Content Marketing		9	Factors Influencing Cost		9	Buying Method 2 - <i>Briefing Networks</i>
	16	CERT II - Programmatic		16	Evaluation / Measurement / Reporting		16	Ongoing Management & Post Analysis
	23	CERT II - Measurement		23	BVOD		23	Understanding BVOD Buying
	30	STUDY WEEK		30	STUDY WEEK		30	STUDY WEEK
AUG	6	EXAM - CERT II	AUG	6	EXAM	AUG	6	EXAM

### SPRING SEMESTER (SEP – NOV)

MFA DIGITAL FOUNDATIONS			MFA TELEVISION FOUNDATIONS			MFA HOW TO BUY TELEVISION		
SEP	3	CERT I - Display	SEP	3		SEP	3	
	10	CERT I - Video		10			10	
	17	CERT I - Social		17			17	
	24	CERT I - SEM		24			24	
OCT	1	STUDY WEEK	OCT	1	TV Landscape	OCT	1	Pre-Buy
	8	STUDY WEEK		8	Planning		8	Buying Best Practice
	15	EXAM - CERT I		15	Buying		15	Buying Method 1 - <i>Optimisation</i>
	22	CERT II - SEO		22	STUDY WEEK		22	STUDY WEEK
NOV	29	CERT II - Content Marketing	NOV	29	Factors Influencing Cost	NOV	29	Buying Method 2 - <i>Briefing Networks</i>
	5	CERT II - Programmatic		5	Evaluation / Measurement / Reporting		5	Ongoing Management & Post Analysis
	12	CERT II - Measurement		12	BVOD		12	Understanding BVOD Buying
	19	STUDY WEEK		19	STUDY WEEK		19	STUDY WEEK
	26	EXAM - CERT II		26	EXAM		26	EXAM