



## 2022 MFA e-LEARNING SEMESTER TIMETABLE

### AUTUMN SEMESTER

MFA DIGITAL FOUNDATIONS	
14 FEB	CERT I - Display
21 FEB	CERT I - Video
28 FEB	CERT I - Social
7 MAR	CERT I - SEM
14 MAR	STUDY WEEK
w/c 21 MAR	EXAM - CERT I
28 MAR	BREAK
4 APR	CERT II - SEO
11 APR	CERT II - Content Marketing
18 APR	CERT II - Programmatic
25 APR	CERT II - Measurement
2 MAY	STUDY WEEK
w/c 9 MAY	EXAM - CERT II

MFA TELEVISION FOUNDATIONS	
14 FEB	
21 FEB	
28 FEB	
7 MAR	
14 MAR	TV Landscape
w/c 21 MAR	Planning
28 MAR	Buying
4 APR	STUDY WEEK
11 APR	Factors Influencing Cost
18 APR	Evaluation / Measurement / Reporting
25 APR	BVOD
2 MAY	STUDY WEEK
9 MAY	STUDY WEEK
w/c 16 MAY	EXAM

### SPRING SEMESTER

MFA DIGITAL FOUNDATIONS	
15 AUG	CERT I - Display
22 AUG	CERT I - Video
29 AUG	CERT I - Social
5 SEP	CERT I - SEM
12 SEP	STUDY WEEK
w/c 19 SEP	EXAM - CERT I
26 SEP	BREAK
3 OCT	CERT II - SEO
10 OCT	CERT II - Content Marketing
17 OCT	CERT II - Programmatic
24 OCT	CERT II - Measurement
31 OCT	STUDY WEEK
w/c 7 NOV	EXAM - CERT II

MFA TELEVISION FOUNDATIONS	
15 AUG	
22 AUG	
29 AUG	
5 SEP	
12 SEP	TV Landscape
19 SEP	Planning
26 SEP	Buying
3 OCT	STUDY WEEK
10 OCT	Factors Influencing Cost
17 OCT	Evaluation / Measurement / Reporting
24 OCT	Bvod
31 OCT	STUDY WEEK
7 NOV	STUDY WEEK
w/c 14 NOV	EXAM

MFA HOW TO BUY TELEVISION	
15 AUG	
22 AUG	
29 AUG	
5 SEP	
12 SEP	Pre-Buy Preparation
19 SEP	Buying Best Practice
26 SEP	Buying Method 1 - Optimisation
3 OCT	STUDY WEEK
10 OCT	Buying Method 2 - Briefing Networks
17 OCT	Ongoing Management & Post Analysis
24 OCT	Understanding BVOD Buying
31 OCT	STUDY WEEK
7 NOV	STUDY WEEK
w/c 14 NOV	EXAM