



MFA DIGITAL FOUNDATIONS CERTIFICATION PROGRAM

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1. What does the Certification cover?

Certificate I topics: Display, Video, Social and SEM (Paid Search).

Certificate II topics: SEO, Content Marketing, Programmatic and Measurement that matters.

Each session runs for 1-1.5 hours (a total of 12.5 hours of learning).

There are three learning options designed:

1. Workshop-style training sessions to be run (in house) by MFA member agencies.
2. E-learning style training run within a semester twice a year. Check the MFA website for semester dates.
3. Self-study utilising the MFA Digital Foundations study guides.

If you're new to these subject areas, we recommend that you participate in the training sessions in the following order:

- Certificate I - Display, Video, Social and SEM
- Certificate II – SEO, Content Marketing, Programmatic, and Measurement that Matters

If you already have digital knowledge in one or all of the above areas, you do not need to attend the training session. You may choose to participate in the individual modules where you need to further your knowledge. Or, you can choose to study the entire course content in your own time via the MFA Digital Foundations Study Guide, Glossary of Terms and complete the practice exam questions. All can be downloaded from the MFA website.

You must have undergone the Certificate I exam prior to participating in Certificate II.

If you work at an MFA member agency, access to the face to face workshop sessions, Study Guide and Glossary of Terms is free of charge. To participate in the E-learning semesters, you will need to pay and register for the exams prior to gaining access to the MFA Digital Foundations E-learning program.

2. Why do I need Certification?

MFA member agencies told us that they wanted a standardised benchmark for basic digital media proficiency across the industry. The MFA Digital Foundations Certification program was created to fulfil this demand.

The certification provides proof of digital media knowledge and equips individuals with the knowledge and tools they require to handle the next stage of growth in this hugely important sector of our business. It demonstrates their commitment towards career development and enhances their marketability in the industry.

MFA Digital Foundations Certification means that the individual has passed Certificate I and Certificate II exams, which covers the 8 topics.

Gaining certification is a mandatory requirement for advertising professionals with less than 2 years' experience who work at an MFA member agency (note: it is not recommended for staff with less than 3 months experience).

3. Who developed the MFA Digital Foundations Certification Program?

The MFA Interactive Committee, which has representation from all major media agency groups developed the program.

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4. How can I become certified?

To earn certification, you'll need to pass two x two-hour exams (Certificate I and Certificate II). Achieving a minimum result of 80%.

Anyone who works at an MFA member agency is welcome to take the exam and earn certification. However, gaining certification is a mandatory requirement for advertising professionals with less than 2 years' experience who work at an MFA member agency (note: not recommended for staff with less than 3 months experience).

5. Can I apply for certification if I don't work at an MFA member agency?

Yes. Please contact the MFA for costs and details.

6. How do I apply for Certification?

You can apply for certification by registering to complete the exam via the MFA website.

Exams for each certificate will take place at off-site exam centres in Sydney, Melbourne and Brisbane. Dates will be published on the MFA website.

7. How do I register for the exam?

You will need to create an account on the [MFA website](#) and register for an exam event.

You will be issued with an MFA Digital Foundations username and password that you will need to keep and bring with you to the exam in order to access the exam system.

8. How much does it cost?

	MFA Members	Non-Member
Training workshops (run by MFA agency members)	-	Not available
E-learning	(included in agency membership fees)	\$800 per person
Study Guides, glossary	-	Incl. with E-learning
Exam Certificate I	\$50 (plus GST)	Incl. with E-learning
Exam Certificate II	\$50 (plus GST)	Incl. with E-learning
Re-take Fee (If candidate does not pass the first time)	\$50 (plus GST)	Price on application
Certificate/Digital Badge (if achieved a pass result of 80%)	Free	Free

Exam fees are non-refundable

9. How do I pay for registration?

This needs to be discussed with your company. Options are:

- Individuals can pay online via credit/debit card OR
- Companies can purchase an MFA Digital Foundations coupon from the MFA and supply staff with a coupon code to use when making their exam registration booking. To organise a coupon, please contact the MFA on 02 9282 9634.

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10. How do I organise a coupon?

Please contact the MFA on 02 9282 9634. You will need to know how many examinees you wish to pay for and a credit card.

11. How can I track the usage of my agency's MFA Digital Foundations coupon?

Please contact the MFA on 02 9282 9634. We will supply a report of the coupon usage and any remaining credit amount.

12. Can I participate in the e-learning and sit the exam if I don't work in Sydney, Melbourne or Brisbane?

You are more than welcome to sit the e-learning, however at the moment, the exams will only be held in Sydney, Melbourne and Brisbane. If you don't work in one of these markets, you will have to discuss with your company if it is possible for you to attend an exam in one of these markets, or enough people wish to sit the exam in your market the MFA may accommodate. This will be an application process.

13. What happens if I can no longer participate in the E-learning program?

MFA Digital Foundations Certification e-learning program bookings are non transferrable.

- If you wish to **cancel more than 10 working days** before the start of e-learning semester date, we will refund the cost of the ticket.
- If you wish to **cancel less than 10 working days** before the start of e-learning semester date, no ticket costs will be refunded.

If you wish to **cancel after the e-learning semester has started**, no ticket costs will be refunded

14. What happens if I want to change the date I am registered to attend the exam?

The MFA will make every effort to accommodate all requests to change the date of your booking, if we are advised more than 10 working days before the event date, pending availability.

Any change of date requests received less than 10 working days before the event date, cannot be accepted and the cancellation policy will apply.

All cancellations or date change requests must be notified in writing to the MFA Event Organiser, email: mfa@mediafederation.org.au.

15. How do I prepare for the exam?

To earn certification, you'll need to take the exam and achieve a minimum score of 80%.

Before you sit the exam, you have the option to cover the course content at face-to-face training sessions at your agency or in your own time via the Study Guide, Glossary of Terms, and practice exams which can be downloaded from the MFA website.

All MFA member agencies will run in-house training sessions at least once per year in Sydney, Melbourne and Brisbane. If you're unable to attend the scheduled training sessions at your own agency, we suggest speaking to your management team (People and Culture or Digital Heads) or contacting the MFA for alternative options.

While attending the face-to-face workshops is **not** a pre-requisite for taking the Certification exam, we believe they offer the fastest route to improving your digital media knowledge and recommend attending at least one in order to prepare for the exam.

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16. What to bring to the exam?

The exam is a closed book exam. You will be required to bring a laptop or tablet and a calculator (you will not be able to use your smartphone as a calculator during the exam).

Most importantly, you will need to bring your MFA Digital Foundations username and password (provided at the time of registration) to access the exam on the day. Without your username and password, you will not be able to access the online exam.

17. What happens if I am late to the exam?

The exam will commence at the stated time at booking. Please ensure you arrive on time, anyone arriving after the exam commencement time will be unable to sit the exam.

18. What happens if I am registered however cannot attend on the day (due to illness, personal or professional reasons?)

Please note, all bookings are non-transferrable.

If you wish to cancel **more than 10 working days** before the exam date, the MFA will refund the cost of registration.

If you wish to cancel **less than 10 working days** before the exam date, no costs will be refunded.

If you wish to cancel after the event has started or do not turn up, the registration cost will not be refunded, and your agency will be advised of your non-attendance.

19. What will the exam cover?

Each exam is a 2-hour closed book online exam, containing a randomised selection of 100 multiple-choice questions. For Certificate I this is across Paid Digital; Display, Video, Social and SEM and for Certificate II this is across SEO, Content Marketing, Programmatic and Measurement that matters. Each exams cover:

- Calculations
- Terminology and Acronyms
- Main Players, Planning Process
- Buying, Industry tools, Evaluation, Ad Ops and Measurement
- Basic Creative formats

Testing is rigorous, and we advise that all candidates download and review the Study Guide, Glossary of Terms and practice exams prior to sitting the exam.

20. When will examinees receive their exam results?

Examinees will be emailed with a link to their results within one week of exam completion. Results will be shared with each agency's Digital Champion 24 hours prior to the release to examinees.

21. How will Examinees receive their exam result?

Examinees will receive an email advising that results are now available to review, with a link to the MFA Digital Foundations Exam website. Examinees will need to login to the system using their MFA Digital Foundations Exam username and password.

22. If an examinee did not pass, will they be able to see the results for each question?

Individual question results are not available for review. However, examinees will be able to view their pass or fail result against each of the module subject areas i.e., Certificate I - Display, Video, Social and SEM, and broken down against the following five categories 1. Main Players/Planning 2. Terminology 3. Calculations 4. Buying/Tools/Evaluations 5. Creative/Ad Ops

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23. Why is the pass rate 80%?

As proof of knowledge to receive the certification, the Digital Leaders determined that a high pass rate was required for a foundation program.

24. If an examinee achieved a result of 78-79%, is there a reason why they cannot be ‘bumped up’ a few marks to achieve a pass?

To gain certification the minimum pass score is 80%. and is not negotiable.

25. What happens if an examinee did not pass?

Individuals need to achieve a minimum of 80% to pass. If this is not achieved they will need to re-sit the full exam at the next scheduled available date.

26. Do they need to pay the registration fee again?

Yes they will need to pay the \$50 (plus GST) registration fee. This is to cover administration costs.

27. If they have to sit the exam again, when will that be?

Exams are run in Sydney, Melbourne and Brisbane. Dates will be published on the MFA website, promoted on Media i screens and sent to the agency Digital Champions.

28. Is there a reason why the exam is held off site?

MFA Digital Foundations Certification is our industry’s professional certification, guaranteeing a base digital knowledge for the industry. Therefore, exam conditions apply.

29. It is an online exam, why can’t they sit the exam at a more convenient location, at a more convenient time?

As above.

30. How can an examinee access their certificate? Is it a certificate or a badge?

Successful examinees will be able to download their certificate and badges from their results page on the MFA website.

31. What happens if one of the examinees has left my agency?

Examinees are still able to access their results by utilising their MFA Digital Foundations exam username and password on the MFA website.

32. How can I verify the results of a potential employee?

You can contact the MFA for verification.