

MFA e-LEARNING PROGRAM

FAQs



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1. What does the MFA e-Learning program cover?

MFA e-Learning covers three topics, MFA Digital Foundations Certificate I and II, MFA Television Foundations programs, and MFA How to Buy TV. For more information, please review the relevant Fact Sheet:

[MFA Digital Foundations](#)

[MFA Television Foundations](#)

[MFA How to Buy Television](#)

MFA Digital Foundations and MFA Television Foundations is available to anyone (agencies, media owners and clients) wanting to participate in the eLearning and exams.

Access to the MFA How to Buy TV course is restricted to MFA member agencies only, and has been designed for those who have previously completed the MFA Television Foundations course.

Please note, gaining certification for MFA Digital Foundations is a mandatory requirement for advertising professionals with less than 2 years' experience who work at an MFA Member Agency (NB: not recommended for staff with less than 3 months experience).

Within each e-Learning program over each semester, participants have access to:

- Training Videos
- Study Guides
- Quiz Questions
- Practice Exams

Participants can utilise all materials provided or can select the resources which suit their preferred learning style.

If you do not work at an MFA Member Agency, please contact the MFA for costs and details for MFA Digital and MFA Television Foundations only. MFA How to Buy Television is available for MFA members only.

2. How do I gain MFA certification?

MFA Digital Foundations

To earn certification, you'll need to pass two x 90-minute exams (Certificate I and Certificate II). Achieving a minimum result of 80%. Both certificates must be completed during the same semester (unless you are resitting an exam).

MFA Television Foundations

To earn certification, you'll need to pass one x 90-minute exam, achieving minimum result of 80%.

MFA How to Buy Television

To earn certification there are two parts. You'll need to pass one x 90-minute exam, achieving a minimum result of 80%, as well completing an assessment.

The assessment is a LIVE television buy, reviewed by an allocated Agency Mentor. The Agency Mentor must have 3+ years of Television buying experience. Check [HERE](#) for the Assessment Overview – Live TV Buy.



3. How much does the e-Learning program and exam cost?

Registration for MFA Television Foundations and MFA How to Buy TV course includes access to the e-Learning program and the exam.

Registration for the MFA Digital Foundations course includes both Certificate I and Certificate II e-Learning access and exams, and is therefore one cost.

See links below for costs:

MFA Members

[MFA Digital Foundations](#)

[MFA Television Foundations](#)

[MFA How to Buy Television](#)

Non-MFA Members

[MFA Digital Foundations](#)

[MFA Television Foundations](#)

4. How do I register?

ALL registrants require **two** MFA Accounts:

1. **MFA Account** (provides access to registration, exam, exam details and exam results)
2. **MFA e-Learning Account** (provides access to the e-Learning platform after registration and payment)

The **MFA Account** login access: User (Mobile) and Password

Create/Login to your MFA Account [HERE](#)

[REGISTER HERE](#) for the MFA e-Learning programs

- When registering select the course and exam date/time (Note: For MFA Digital Foundations you must select two exam dates/times for Certificate I and Certificate II when registering). Please choose the exam date carefully as changes may not be possible
- Registration must include your WORK email not personal email
- You will receive an email confirming that you have registered for the course and your exam date and payment.
- You will receive a calendar invite with the exam zoom details closer to your nominated exam date.

If you have not passed the exam in a previous semester your options are:

1. Register and pay for the full semester course which provides access to the e-Learning materials and exam. **Note:** For MFA Digital Foundations when registering for the full course – select 'I am not sitting an exam' for the Certificate I or II that you passed already.
2. Register for the resit exam only – you will not have access to the e-Learning materials and the exam dates are advised after the nominated semester has completed. Please contact MFA on mfaelearning@mediafederation.org.au to be advised of registration and resit dates.

MFA e-Learning registrations including exam are non-transferable and non-refundable if advised less than 10 working days before the e-Learning semester has started and cannot be transferred to a future e-Learning semester.

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If you wish to **cancel more than 10 working days** before the start of the e-Learning semester date, we will refund the cost of the registration.

If you wish to **cancel less than 10 working days** before the start of the e-Learning semester date, no costs will be refunded.

If you wish to **cancel after the exam or the e-Learning semester has started**, no costs will be refunded.

Non-Members Only

You can participate in the MFA e-Learning only and not sit the exam. Please select 'I am not sitting an exam' from the dropdown when registering. This will not affect the cost. However, please note, **you will not receive MFA Certification unless you pass the exam.**

5. How do I pay for registration?

When you register your options are:

MFA Member Agencies

- Individuals
 - Can register and pay via credit card at the time of registration OR
 - Your agency may organise for a pre-paid coupon, please contact your agency Champion (different at each agency, People Leader, MFA Champion etc)
- Clients of MFA Member Agencies - can organise a 55% discount:
 - Agencies request through the MFA, and provide client name and number of participants
 - A discount coupon will be supplied for the agency to forward to their client

MFA Non-Members

- Non-Member Agencies
- Media Owners/Publishers
- Advertisers/Clients (who's agencies are not MFA members)

Non-MFA Members can register and pay via credit card only at the time of registration.

For any queries please contact the MFA on mfaelearning@mediafederation.org.au.

Coupons

- Pre-paid coupons can be purchased in bulk. For coupon purchase instructions contact MFA on mfaelearning@mediafederation.org.au
- Once purchased, provide the pre-paid coupon code to your staff to use when registering.
- Coupon usage - please contact MFA on mfaelearning@mediafederation.org.au and we will supply a report of the coupon usage and remaining coupons.
- Coupons purchased cannot be transferred from one semester to another

Resit Exams

- Registration to resit exams are open after the semester has been completed.
- Please contact MFA on mfaelearning@mediafederation.org.au to be advised when registration is open for the resit exam dates.
- An administration fee of \$50 plus gst applies paid by credit card only. **Note:** No coupons can be purchased for resit exams.



e-Way Receipt/Tax Invoice

Upon payment via credit card you will receive an eWay tax invoice receipt confirming details of your purchase and cost. Please ensure to keep these emails and/or share with your Manager for reimbursement.

6. How do I access the MFA e-Learning platform?

Once you have registered and paid for the semester you will need to create an **MFA e-Learning Account**.

Create/Login to the MFA e-Learning platform [HERE](#) with your User (WORK email) and Password.

You will not be granted access to the MFA e-Learning platform until the semester start date e.g., Autumn 2023 semester start is February 6. All registered participants will receive an email on the semester start date with details on how to access the MFA e-Learning platform. Please note, prior to this email, you will not be able to access the content.

The content is released on a weekly basis and all content is available during the semester. Access to the MFA e-Learning platform will expire after the exams for that semester have taken place.

Unfortunately, our automated emails are sometimes blocked. Please ask your IT department to ensure the following emails are not blacklisted mfaelearning@mediafederation.org.au / noreply@notify.thinkific.com.

Please email MFA on mfaelearning@mediafederation.org.au if the semester has commenced and you have not received a link to set up.

If you are unavailable or on leave during the semester when the content is released, you can catch up on your return. Our recommendation to all participants is to ensure they are available to study a course per week.

7. What do I need to know about the Exam

The exams take place online via Zoom therefore are not restricted to location.

Where to find your exam date:

- Login to your **MFA Account** [HERE](#) with your User (mobile) and Password.
- Under [My Profile](#) select the tab [My Events](#)
- Your exam date and time will appear

Before the exam:

- Each exam is a 90 minute closed book online exam, containing a randomised selection of 100 multiple-choice questions.
- Testing is rigorous, and we advise that all candidates study and review the practice exams prior to sitting the exam.
- You have access to the MFA e-Learning portal. This will include training videos, study guides, quiz questions and practice exams for you to use in preparation for the exam.

Day of the Exam:

- The exam is a closed book exam. You will be required to bring a full charged laptop or tablet and a calculator (you will not be able to use your smartphone as a calculator during the exam). **Note:** There is a calculator in the exam e-Learning platform
- Ensure you have access to Zoom on your laptop or tablet

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- Have your MFA Account details – User (mobile) and password to access the exam on the day. Without your MFA Account details you will not be able to access the online exam.
- Have photo ID on hand

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.

8. Can I change my Exam dates?

The MFA will make every effort to accommodate all requests to change the date of your exam 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.

If you are unable to sit the exam due to illness, personal, professional reasons, please note all bookings are non-transferrable. You will be required to register for a resit exam and pay the resit fee.

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

9. How do I access my exam results?

Examinees will be emailed with a link to their results within one week of the completion of all exams. Results will be shared with each company's Champion prior to the release to examinees.

To view your results:

- Login to your **MFA Account** [HERE](#) with your User (mobile) and Password.
- Go to your [My Account](#) details – top right,
- In the dropdown menu select [Exam Results/Certificates](#)

Pass

- If you Pass you can download your **Certificate** and **Badge**
- Click the button with instructions on how to add to your LinkedIn account

Fail

- Next to your result click the 'View Details' button
- This provides a guide to what categories you over and underperformed
- We do not provide the exam questions and answers you answered incorrectly.

Note: For MFA Digital Foundations if you do not pass Certificate I, you can continue and complete Certificate II within the same semester. MFA Digital Foundations is 8 separate topics, covered over two Certificates.

The Pass rate is 80%. As proof of knowledge, to gain certification the minimum pass score is 80%. If this is not achieved you will need to re-sit the full exam at the next scheduled available date.

You will need to pay the below administration fees for resit exams:

- MFA Digital Foundations: \$50 (+GST) per certificate
- MFA Television Foundations: \$50 (+GST)
- MFA How to Buy Television: \$50 (+GST)



The next exam will likely be during the next semester. Please contact mfaelearning@mediafederation.org.au for more information on resit dates and times.

10. MFA Cancellation and Terms and Conditions

MFA 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 course.
- If you wish to **cancel less than 10 working days before the start of e-learning semester date**, no costs will be refunded.
- If you wish to **cancel *after the e-Learning semester has started***, no costs will be refunded.
- If you no longer want to participate in the program after it has started, we can cancel the registration, however, please note that the cost is not refundable. If you want to complete the program at a later date you will need to re-register and re-pay.

Please view our full [T&C's](#) for more information.