



MFA DIGITAL FOUNDATIONS CERTIFICATION PROGRAM

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1. What does the Certification cover?

Certificate I covers Paid Digital Media. The learning modules include Display (Parts 1 and 2), Video, Social and SEM (Search). Each session runs for 1-1.5 hours (a total of 6.5 hours of learning). The modules run as workshop-style training sessions at MFA member agencies.

Certificate II will cover Owned and Earned Media, and will be launched in 2017.

If you're new to these subject areas, we recommend that you attend all five face-to-face training sessions. It is recommended that you attend the training in the following order: Display, Video, Social and SEM.

However, if you already have digital knowledge in one or all of these areas, you do not need to attend the sessions. You may choose to attend 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 and Glossary of Terms, which can be downloaded from the MFA website.

If you work at an MFA member agency, access to the workshop sessions, Study Guide and Glossary of Terms is free of charge.

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.

Gaining certification is a mandatory requirement for advertising professionals with less than 12 months' experience who work at an MFA member agency.

3. How can I become certified?

To earn certification, you'll need to pass a rigorous two-hour exam, 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 12 months' experience who work at an MFA member agency.

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

At the moment, you can only achieve MFA Certification if you work at an MFA member agency.

5. How do I apply for Certification?

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

Exams will take place twice per year in off-site exam centres in Sydney, Melbourne and Brisbane.

Application for the exam costs \$50 plus GST per individual (non-refundable).

The first exams will be held in Sydney, Melbourne and Brisbane in March 2017. Exact dates and registration details will be available on the MFA website in January.

6. 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 and Glossary of Terms, 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 prerequisite 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.

7. How much does it cost?

	MFA Members	Non-Member
Training workshops (run by MFA agency members)	Free	Not applicable
Study Guides, glossary	Free	Not applicable
Exam	\$50 (plus GST) pp	Not applicable
Re-take Fee (If candidate does not pass the first time)	\$50 (plus GST) pp	Not applicable
Certificate/Digital Badge (if achieved a pass result of 80%)	Free	

Exam fees are non-refundable

8. What will the exam cover?

The two-hour exam contains 100 multiple-choice questions on Paid Digital; Display, Video, Social and SEM, including:

1. Covering calculations
2. Terminology and Acronyms
3. Main Players, Planning Process
4. Buying, Industry tools, Evaluation, AdOps and Measurement
5. Basic Creative formats

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

9. When do I receive my exam results?

Exam results will be released within one month of sitting the exam. Results will be sent to you via email, and your agency's management team will also be advised of your results.

A Digital Certification badge/certificate will be sent to your work email address.

10. How was the MFA Digital Foundations Certification Program developed?

The MFA developed the program in partnership with MFA member agencies: Carat, Group M, Ikon Communications, MAXUS, Mediacom, Mediabrands (UM and Initiative), OMD, Starcom Mediavest Group, Zenith Optimedia and The Media Store.

11. How do I verify that a person is an existing Certificant?

Contact the MFA at mfa@mediafederation.org.au for confirmation.