

FACT SHEET

PHILOSOPHY

In order to be successful in our industry, we believe everyone working in media, needs to have a consistent and standard level of digital knowledge.

CRITERIA

The certification has been designed for all however if you are employed at an MFA member agency and have less than 2 years' experience, it is a mandatory requirement that you participate.

1

Digital is integrated into everything we do.

- Upskill and gain foundation digital knowledge in order to have successful careers
- Expand beyond specialised areas and understand the complexity of the full digital ecosystem



2

Proven value - 40% of media agency employees have already participated in Cert 1 and Cert II.



"The Digital Foundations Program has been instrumental in providing a consistent digital education across the MFA membership base and is a great step to safeguarding and future proofing the industry we work in."

STUART BAILEY
Chief Digital Officer, PHD



3

Australian content developed collaboratively across all MFA Media Agencies Members.

- 30+ Digital Agency Leaders created and tested the content
- Aligned standards and learning outcomes
- Truly channel neutral



Who is the MFA (Media Federation Of Australia)?

- We are the industry body representing media communication agencies to clients, industry, media owners and the general public. The MFA membership represents over 90 % of all media agency placed media billings in Australia. What that means is that 90 % of the advertising that you see, has been strategically placed and negotiated by one of our member agencies.
- We are an Alliance of Australian media agencies who represent the Common Interests of our industry.

FACT SHEET

WHAT IS IT?

LEARNING OUTCOMES

To understand:

1. The digital ecosystem
2. Correctly understand key terminology (and calculations)
3. Planning process and basic buying/trading models
4. Evaluation, measurement methods, tools and reporting
5. Basic creative requirements

LEARNING OPTIONS

1. Workshops

If run by your company, speak to your Digital and People Leaders

2. MFA e-Learning Program

See across

3. Self-Study

If you have existing experience, you can choose to review the MFA Study Guides and complete the Practice Exams (MFA website)

ACHIEVING CERTIFICATION

- Complete the learning, pass Certificate I and Certificate II Exams (result of 80%+)
- Once you pass the exams, you will receive a certificate and badge for each certificate that you can post on your email signature and LinkedIn profile

THE e-LEARNING PROGRAM

8 Subjects

- CERT I - Display, Video, Social, SEM
- CERT II - SEO, Content Marketing, Programmatic, Measurement that Matters



13 Weeks

- 20 hours of e-learning
- 1-2 hours/week



2 Exams

- 80% to pass, closed book
- 100 questions per exam



2 Semesters per year



2019 SEMESTER TIMETABLE

| | | | |
|-----|-----|----------------|--------|
| AUG | 19 | | |
| | 26 | DISPLAY | |
| | SEP | 2 | VIDEO |
| | | 9 | SOCIAL |
| | | 16 | SEM |
| | 23 | | |
| | 30 | EXAM - CERT I | |
| OCT | 7 | | |
| | 14 | SEO | |
| | 21 | CONTENT | |
| | 28 | PROGRAMMATIC | |
| NOV | 4 | MEASUREMENT | |
| | 11 | | |
| | 18 | EXAM - CERT II | |