



MFA FOUNDATIONS

2026 Calendar

AUTUMN SEMESTER (Mar-Jun)



MFA DIGITAL FOUNDATIONS

MAR	9	CERT I – Introduction to Digital Media
	16	CERT I – AI Fundamentals
	23	CERT I - Programmatic
	30	CERT I – Retail Media
APR	6	Study Week
	13	EXAM – CERT I
	20	Break
	27	CERT II – Social Media
MAY	4	CERT II – Search & Discovery
	11	CERT II – Content Marketing
	18	CERT II – Measurement that Matters
	25	Study Week
JUN	1	EXAM – CERT II

MFA OOH FOUNDATIONS

MAR	9	
	16	
	23	Landscape
	30	Measurement
APR	6	Planning
	13	Break
	20	Buying Process
	27	Campaign Reporting
MAY	4	Creative Considerations
	11	Study Week
	18	Study Week
	25	EXAM
JUN	1	

MFA TV FOUNDATIONS

MAR	9	
	16	
	23	TV Landscape
	30	TV Planning
APR	6	Factors Influencing Cost
	13	TV Buying
	20	Study Week
	27	BVOD
MAY	4	Evaluation / Measurement / Reporting
	11	VOZ as a Currency
	18	Study Week
	25	EXAM
JUN	1	

MFA HOW TO BUY TV

MAR	9	
	16	
	23	Pre-Buy
	30	Buying Best Practice
APR	6	Buying Method 1: Optimisation
	13	Break
	20	Buying Method 2: Briefing Networks
	27	Ongoing Management & Post Analysis
MAY	4	Understanding BVOD Buying
	11	Study Week
	18	Study Week
	25	EXAM
JUN	1	

SPRING SEMESTER (Aug-Nov)

MFA DIGITAL FOUNDATIONS

AUG	17	CERT I – Introduction to Digital Media
	24	CERT I – AI Fundamentals
	31	CERT I - Programmatic
	7	CERT I – Retail Media
SEP	14	Study Week
	21	EXAM – CERT I
	28	Break
	5	CERT II – Social Media
OCT	12	CERT II – Search & Discovery
	19	CERT II – Content Marketing
	26	CERT II – Measurement that Matters
	2	Study Week
NOV	9	EXAM – CERT II

MFA OOH FOUNDATIONS

AUG	17	
	24	
	31	Landscape
	7	Measurement
SEP	14	Planning
	21	Break
	28	Buying Process
	5	Campaign Reporting
OCT	12	Creative Considerations
	19	Study Week
	26	Study Week
	2	EXAM
NOV	9	

MFA TV FOUNDATIONS

AUG	17	
	24	
	31	TV Landscape
	7	TV Planning
SEP	14	Factors Influencing Cost
	21	TV Buying
	28	Study Week
	5	BVOD
OCT	12	Evaluation / Measurement / Reporting
	19	VOZ as a Currency
	26	Study Week
	2	EXAM
NOV	9	

MFA HOW TO BUY TV

AUG	17	
	24	
	31	Pre-Buy
	7	Buying Best Practice
SEP	14	Buying Method 1: Optimisation
	21	Break
	28	Buying Method 2: Briefing Networks
	5	Ongoing Management & Post Analysis
OCT	12	Understanding BVOD Buying
	19	Study Week
	26	Study Week
	2	EXAM
NOV	9	