mfa FOUNDATIONS | 2027 Calendar

AUTUMN SEMESTER (Mar-Jun)

MFA DIGITAL FOUNDATIONS

MAR	14	CERT I – Introduction to Digital Media
	21	CERT I – AI Fundamentals
	28	CERT I – Programmatic
APR	4	CERT I – Retail Media
	11	*Study Week*
	18	**EXAM – CERT I**
	25	*Break*
MAY	2	CERT II – Social Media
	9	CERT II – Search & Discovery
	16	CERT II – Content Marketing
	23	CERT II – Measurement That Matters
	30	*Study Week*
JUN	6	**EXAM – CERT II**

MFA OOH FOUNDATIONS

MAR	14	
	21	
	28	
APR	4	Landscape
	11	Measurement
	18	Planning
	25	*Study Week*
MAY	2	Buying Process
	9	Campaign Reporting
	16	Creative Considerations
	23	*Study Week*
	30	**EXAM**
JUN	6	

MFA TV FOUNDATIONS

MAR	14	
	21	
	28	
APR	4	TV Landscape
	11	TV Planning
	18	Factors Influencing Cost
	25	*Study Week*
MAY	2	TV Buying
	9	BVOD
	16	Evaluation / Measurement / Reporting
	23	VOZ as a Currency
	30	**EXAM**
JUN	6	

MFA HOW TO BUY TELEVISION

MAR	14	
	21	
	28	
APR	4	Pre-Buy
	11	Buying Best Practice
	18	Buying Method 1: Optimisation
	25	*Study Week*
MAY	2	Buying Method 2: Briefing Networks
	9	Ongoing Management & Post Analysis
	16	Understanding BVOD Buying
	23	*Study Week*
	30	**EXAM**
JUN	6	

SPRING SEMESTER (Aug-Nov)

MFA DIGITAL FOUNDATIONS

AUG	8	CERT I – Introduction to Digital Media
	15	CERT I – AI Fundamentals
	22	CERT I – Programmatic
	29	CERT I – Retail Media
SEP	5	*Study Week*
	12	**EXAM – CERT I**
	19	*Break*
	26	CERT II – Social Media
OCT	3	CERT II – Search & Discovery
	10	CERT II – Content Marketing
	17	CERT II – Measurement That Matters
	24	*Study Week*
	31	**EXAM – CERT II**
NOV	7	

MFA OOH FOUNDATIONS

AUG	8	
	15	
	22	
	29	
SEP	5	Landscape
	12	Measurement
	19	Planning
	26	*Break*
OCT	3	Buying Process
	10	Campaign Reporting
	17	Creative Considerations
	24	*Study Week*
	31	*Study Week*
NOV	7	**EXAM**

MFA TV FOUNDATIONS

AUG	8	
	15	
	22	
	29	
SEP	5	TV Landscape
	12	TV Planning
	19	Factors Influencing Cost
	26	TV Buying
OCT	3	*Study Week*
	10	BVOD
	17	Evaluation / Measurement / Reporting
	24	VOZ as a Currency
	31	*Study Week*
NOV	7	**EXAM**

MFA HOW TO BUY TELEVISION

AUG	8	
	15	
	22	
	29	
SEP	5	Pre-Buy
	12	Buying Best Practice
	19	Buying Method 1: Optimisation
	26	*Break*
OCT	3	Buying Method 2: Briefing Networks
	10	Ongoing Management & Post Analysis
	17	Understanding BVOD Buying
	24	*Study Week*
	31	*Study Week*
NOV	7	**EXAM**