

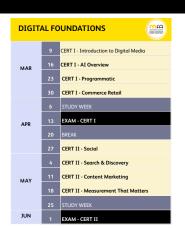


## FOUNDATIONS





## 2026 CALENDAR AUTUMN SEMESTER (Mar-Jun)



OOH FOUNDATIONS				
	9	- Annati		
MAR	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				

TELEVISION 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				

HOW TO BUY TELEVISION		
_	9	
MAR	16	
	23	Pre-Buy
	30	Buying Best Practice
	6	Buying Method 1: Optimisation
APR	13	BREAK
	20	Buying Method 2: Briefing Networks
	27	Ongoing Management & Post Analysis
	4	Understanding BVOD Buying
MAY	11	STUDY WEEK
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	25	EXAM
JUN	1	

## **SPRING SEMESTER (Aug-Nov)**





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

HOW TO BUY TELEVISION		
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
ост	12	Understanding BVOD Buying
	19	STUDY WEEK
	26	STUDY WEEK
NOV	2	EXAM
	9	