



mfa FOUNDATIONS



2026 CALENDAR AUTUMN SEMESTER (Mar-Jun)

DIGITAL FOUNDATIONS			
MAR	9	CERT I - Introduction to Digital Media	
	16	CERT I - AI Overview	
	23	CERT I - Programmatic	
	30	CERT I - Commerce Retail	
APR	6	STUDY WEEK	
	13	EXAM - CERT I	
	20	BREAK	
	27	CERT II - Social	
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	

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		

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	1		

HOW TO BUY TELEVISION			
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)

DIGITAL FOUNDATIONS			
AUG	17	CERT I - Introduction to Digital Media	
	24	CERT I - AI Overview	
	31	CERT I - Programmatic	
SEP	7	CERT I - Commerce Retail	
	14	STUDY WEEK	
	21	EXAM - CERT I	
	28	BREAK	
OCT	5	CERT II - Social	
	12	CERT II - Search & Discovery	
	19	CERT II - Content Marketing	
	26	CERT II - Measurement That Matters	
NOV	2	STUDY WEEK	
	9	EXAM - CERT II	

OOH FOUNDATIONS			
AUG	17		
	24		
	31	Landscape	
SEP	7	Measurement	
	14	Planning	
	21	BREAK	
	28	Buying Process	
OCT	5	Campaign Reporting	
	12	Creative Considerations	
	19	STUDY WEEK	
	26	STUDY WEEK	
NOV	2	EXAM	
	9		

TELEVISION FOUNDATIONS			
AUG	17		
	24		
	31	TV Landscape	
SEP	7	TV Planning	
	14	Factors Influencing Cost	
	21	TV Buying	
	28	STUDY WEEK	
OCT	5	BVOD	
	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	
SEP	7	Buying Best Practice	
	14	Buying Method 1: Optimisation	
	21	BREAK	
	28	Buying Method 2: Briefing Networks	
OCT	5	Ongoing Management & Post Analysis	
	12	Understanding BVOD Buying	
	19	STUDY WEEK	
	26	STUDY WEEK	
NOV	2	EXAM	
	9		