



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	

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
OCT	28	BREAK
	5	CERT II - Social
	12	CERT II - Search & Discovery
NOV	19	CERT II - Content Marketing
	26	CERT II - Measurement That Matters
	2	STUDY WEEK
	9	EXAM - CERT II

OOH FOUNDATIONS



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

TELEVISION FOUNDATIONS



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