





# 2026 Calendar



MFA OOH FOUNDATIONS

Landscape

Planning

Break

Measurement

**Buying Process** 

Study Week

Study Week

**EXAM** 

Campaign Reporting

Creative Considerations

9

16

23

6

13

27

4

25

JUN



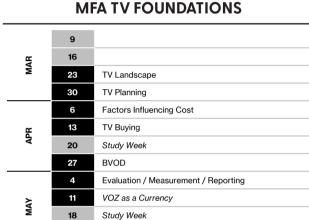
25

JUN

**EXAM** 

TELEVISION FOUNDATIONS

CERTIFIED



FOUNDATIONS

CERTIFY

### MFA DIGITAL FOUNDATIONS

MAR	9	CERT I – Introduction to Digital Media
	16	CERT I – AI Fundamentals
	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

## SPRING SEMESTER (Aug-Nov)

### MFA OOH FOUNDATIONS

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

### MFA TV FOUNDATIONS

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

### MFA DIGITAL FOUNDATIONS

AUG	17	CERT I – Introduction to Digital Media
	24	CERT I – Al Overview
	31	CERT I - Programmatic
	7	CERT I – Commerce Retail
SEP	14	Study Week
S	21	EXAM - CERT I
	28	Break
———	5	CERT II - Social
	12	CERT II – Search & Discovery
0СТ	19	CERT II – Content Marketing
	28	CERT II - Measurement that Matters
NOV	9	Study Week
	9	EXAM - CERT II