

## 2024 e-LEARNING SEMESTER CALENDAR

### AUTUMN SEMESTER (Feb – May)

DIGITAL FOUNDATIONS			TELEVISION FOUNDATIONS			HOW TO BUY TELEVISION		
FEB	4		FEB	4		FEB	4	
	11	CERT I - Display		11			11	
	18	CERT I - Video		18			18	
MAR	25	CERT I - Social	MAR	25		MAR	25	
	3	CERT I - SEM		3			3	
	10	STUDY WEEK		10	TV Landscape		10	Pre-Buy
	17	EXAM – CERT I		17	Planning		17	Buying Best Practice
	24	Break		24	Buying		24	Buying Method 1: Optimisation
APR	31	CERT II - SEO	APR	31	STUDY WEEK	APR	31	STUDY WEEK
	7	CERT II – Content Marketing		7	Factors Influencing Cost		7	Buying Method 2: Briefing Networks
	14	CERT II - Programmatic		14	Evaluation / Measurement / Reporting		14	Ongoing Management & Post Analysis
	21	CERT II – Measurement that Matters		21	BVOD		21	Understanding BVOD Buying
MAY	28	STUDY WEEK	MAY	28	STUDY WEEK	MAY	28	STUDY WEEK
	5	EXAM – CERT II		5	EXAM		5	EXAM

### SPRING SEMESTER (Aug – Nov)

DIGITAL FOUNDATIONS			TELEVISION FOUNDATIONS			HOW TO BUY TELEVISION		
AUG	11		AUG	11		AUG	11	
	18	CERT I - Display		18			18	
	25	CERT I - Video		25			25	
SEP	1	CERT I - Social	SEP	1		SEP	1	
	8	CERT I - SEM		8			8	
	15	STUDY WEEK		15	TV Landscape		15	Pre-Buy
	22	EXAM – CERT I		22	Planning		22	Buying Best Practice
	29	Break		29	Buying		29	Buying Method 1: Optimisation
OCT	6	CERT II - SEO	OCT	6	STUDY WEEK	OCT	6	STUDY WEEK
	13	CERT II – Content Marketing		13	Factors Influencing Cost		13	Buying Method 2: Briefing Networks
	20	CERT II - Programmatic		20	Evaluation / Measurement / Reporting		20	Ongoing Management & Post Analysis
	27	CERT II – Measurement that Matters		27	BVOD		27	Understanding BVOD Buying
NOV	3	STUDY WEEK	NOV	3	STUDY WEEK	NOV	3	STUDY WEEK
	10	EXAM – CERT II		10	EXAM		10	EXAM