

2024 e-LEARNING SEMESTER CALENDAR

AUTUMN SEMESTER (Feb – May)

| DIGITAL FOUNDATIONS | | | TELEVISION FOUNDATIONS | | |
|---------------------|----|------------------------------------|------------------------|----|--------------------------------------|
| FEB | 4 | | FEB | 4 | |
| | 11 | CERT I - Display | | 11 | |
| | 18 | CERT I - Video | | 18 | |
| | 25 | CERT I - Social | | 25 | |
| MAR | 3 | CERT I - SEM | MAR | 3 | |
| | 10 | STUDY WEEK | | 10 | TV Landscape |
| | 17 | EXAM – CERT I | | 17 | Planning |
| | 24 | Break | | 24 | Buying |
| | 31 | CERT II - SEO | | 31 | STUDY WEEK |
| APR | 7 | CERT II – Content Marketing | APR | 7 | Factors Influencing Cost |
| | 14 | CERT II - Programmatic | | 14 | Evaluation / Measurement / Reporting |
| | 21 | CERT II – Measurement that Matters | | 21 | BVOD |
| | 28 | STUDY WEEK | | 28 | STUDY WEEK |
| MAY | 5 | EXAM – CERT II | MAY | 5 | EXAM |

SPRING SEMESTER (Aug – Nov)

| DIGITAL FOUNDATIONS | | | TELEVISION FOUNDATIONS | | |
|---------------------|----|------------------------------------|------------------------|----|--------------------------------------|
| AUG | 11 | | AUG | 11 | |
| | 18 | CERT I - Display | | 18 | |
| | 25 | CERT I - Video | | 25 | |
| SEP | 1 | CERT I - Social | SEP | 1 | |
| | 8 | CERT I - SEM | | 8 | |
| | 15 | STUDY WEEK | | 15 | TV Landscape |
| | 22 | EXAM – CERT I | | 22 | Planning |
| | 29 | Break | | 29 | Buying |
| OCT | 6 | CERT II - SEO | OCT | 6 | STUDY WEEK |
| | 13 | CERT II – Content Marketing | | 13 | Factors Influencing Cost |
| | 20 | CERT II - Programmatic | | 20 | Evaluation / Measurement / Reporting |
| | 27 | CERT II – Measurement that Matters | | 27 | BVOD |
| NOV | 3 | STUDY WEEK | NOV | 3 | STUDY WEEK |
| | 10 | EXAM – CERT II | | 10 | EXAM |