



FACT SHEET

WHY YOU SHOULD COMPLETE MFA DIGITAL FOUNDATIONS

Understanding the basics

Whether you are a client, media owner or work at a media agency, understanding the basics of digital is fundamental for a successful career in our industry.



Up-to-date content

Created by digital experts, the up-to-date content is grounded in the real world.



Industry recognised

This industry-recognised program sets a benchmark for what constitutes basic digital proficiency. It ensures a clear understanding of the digital landscape, including its language and terminology, the buying and trading models, and the evaluation and measurement methods of the key channels.



Professional certification

Participants will receive professional certification as evidence of their knowledge, upon successful completion of two exams (i.e., Cert I & II).



Proof of success

61 % of our media agency personnel across all levels have completed.



"This course helped me understand a lot of the situations that I face in my role. I feel I have the basics to understand conversations between my team and our agencies."

CLIENT PARTICIPANT

"We work in broadcast and given how the industry is so quickly transforming into the digital space, the information we picked up in this course was invaluable and will help provide further understanding and solutions to agency requirements." MEDIA OWNER PARTICIPANT

Who is the MFA (Media Federation of Australia)?

We are the industry body representing media communication agencies to clients, industry, media owners and the general public. The MFA membership represents over 90% of all media agency placed media billings in Australia. What that means is that 90% of the advertising that you see, has been strategically placed and negotiated by one of our member agencies. We are an Alliance of Australian media agencies who represent the Common Interests of our industry.



WHO SHOULD DO THE COURSE?

- The industry certification has been designed for ALL.
- However, it is a mandatory requirement for all MFA member agency staff with less than 2 years' experience.
- Registration includes both Certificate I and Certificate II courses.

Learning Outcomes

To understand:

1. The digital ecosystem
2. Correctly understand key terminology (and calculations)
3. Planning process and basic buying/trading models
4. Evaluation, measurement methods, tools and reporting
5. Basic creative requirements

The e-Learning Program

13 Weeks Semester (inc. Study Weeks)

- Includes 8 courses, study weeks, practice exams and the 2 exams (Cert I and Cert II)
- A new course launches each week on the e-Learning platform.
- A combination of videos, study guides, quizzes and practice exams

2 Exams

- 80% to pass, closed book
- 100 multiple choice questions per exam

Achieving Certification

- Complete the e-Learning and pass the two exams - Certificate I and Certificate II (result of 80%+).
- For each certificate, once you pass the exam you will receive a certificate and badge, which you can post on your email signature and LinkedIn profile.

What's required from you?

Time required

- Allow 2-5 hours per week of study, this will be dependent on your learning style and level of digital experience.
- Each course has 6 -10 bite-size modules.

How to succeed

- Find a digital expert/mentor to provide support
- Set up weekly study groups with Mentors to check in and ask questions
- Complete the Practice Exams at the end of each Certificate.

Semester Timetable



WEEK	Activity
1	CERT I - Display
2	CERT I - Video
3	CERT I - Social
4	CERT I - SEM
5	Study Week
6	EXAM – CERT I
7	Break
8	CERT II - SEO
9	CERT II – Content Marketing
10	CERT II - Programmatic
11	CERT II – Measurement that Matters
12	Study Week
13	EXAM – CERT II