

## 2025 e-LEARNING SEMESTER CALENDAR

### AUTUMN SEMESTER (Feb – Jun)

DIGITAL FOUNDATIONS			TELEVISION FOUNDATIONS			HOW TO BUY TELEVISION		
FEB	16		FEB	16		FEB	16	
	23	CERT I - Display		23			23	
MAR	2	CERT I - Video	MAR	2		MAR	2	
	9	CERT I - Social		9			9	
	16	CERT I - SEM		16			16	
	23	STUDY WEEK		23	TV Landscape		23	Pre-Buy
	30	EXAM – CERT I		30	TV Planning		30	Buying Best Practice
APR	6	Break	APR	6	Factors Influencing Cost	APR	6	Buying Method 1: Optimisation
	13	CERT II - SEO		13	TV Buying		13	Break
	20	CERT II – Content Marketing		20	BVOD		20	Buying Method 2: Briefing Networks
	27	CERT II - Programmatic		27	Evaluation / Measurement / Reporting		27	Ongoing Management & Post Analysis
MAY	4	CERT II - Measurement that Matters	MAY	4	VOZ as a Currency	MAY	4	Understanding BVOD Buying
	11	STUDY WEEK		11	STUDY WEEK		11	STUDY WEEK
	18	EXAM – CERT II		18	STUDY WEEK		18	STUDY WEEK
	25			25	EXAM		25	EXAM

### SPRING SEMESTER (Aug – Nov)

DIGITAL FOUNDATIONS			TELEVISION FOUNDATIONS			HOW TO BUY TELEVISION		
AUG	17	CERT I - Display	AUG	17		AUG	17	
	24	CERT I - Video		24			24	
	31	CERT I - Social		31			31	
SEP	7	CERT I - SEM	SEP	7		SEP	7	
	14	STUDY WEEK		14	TV Landscape		14	Pre-Buy
	21	EXAM – CERT I		21	TV Planning		21	Buying Best Practice
	28	Break		28	Factors Influencing Cost		28	Buying Method 1: Optimisation
OCT	5	CERT II - SEO	OCT	5	TV Buying	OCT	5	Break
	12	CERT II – Content Marketing		12	BVOD		12	Buying Method 2: Briefing Networks
	19	CERT II - Programmatic		19	Evaluation / Measurement / Reporting		19	Ongoing Management & Post Analysis
	26	CERT II – Measurement that Matters		26	VOZ as a Currency		26	Understanding BVOD Buying
NOV	2	STUDY WEEK	NOV	2	STUDY WEEK	NOV	2	STUDY WEEK
	9	EXAM – CERT II		9	EXAM		9	STUDY WEEK
	16			16	EXAM		16	EXAM