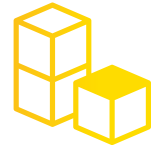


FACT SHEET

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, ensuring 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.

61%

"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.

FACT SHEET

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.

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

8 Subjects

- CERT I
 - Display
 - Video
 - Social
 - SEM
- CERT II
 - SEO
 - Content Marketing
 - Programmatic
 - Measurement that Matters

2 Exams

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

13 Weeks Semester

- Includes 8 courses, study weeks, practice exams and the 2 exams

ACHIEVING CERTIFICATION

- Complete the e-learning, pass Certificate I and Certificate II Exams (result of 80%+).
- Once you pass the exams, you will receive a certificate and badge for each certificate, which you can post on your email signature and LinkedIn profile.

WHAT'S REQUIRED FROM YOU?

e-Learning

- A course drops each week online (see timetable).

MFA DIGITAL FOUNDATIONS	
WEEK 1	CERT I - DISPLAY
WEEK 2	CERT I - VIDEO
WEEK 3	CERT I - SOCIAL
WEEK 4	CERT I - SEM
WEEK 5	STUDY WEEK
WEEK 6	EXAM - CERT I 
WEEK 7	
WEEK 8	CERT II - SEO
WEEK 9	CERT II - CONTENT MARKETING
WEEK 10	CERT II - PROGRAMMATIC
WEEK 11	CERT II - MEASUREMENT
WEEK 12	STUDY WEEK
WEEK 13	EXAM - CERT II 

Time required

- Allow 2-5 hours per week of study, this will be dependent on your learning style and level of digital experience.

How to succeed

- Find a digital expert/mentor for regular check-ins.