Foundation Level Qualification

MIPA Accredited

IPA Incorporated by Royal Charter

IPA Foundation Certificate

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More than 10,000 people hold the award winning IPA Foundation Certificate around the world. Whatever your role, it will give you vital knowledge and confidence as you set out on your career.

Format 30 hours of online learning via any device or the IPA app, culminating in a two-hour written offline exam.

Audience For anyone with less than a year's experience in an advertising, marketing or communications role; from recent graduates to newcomers from other industries.

Content Seven modules covering the entire brand communications process:

Module 1: The Power of Creativity A celebration of its role in the communications industry and the wider business community; its history, evolution and future.

Module 2: The Communications Landscape The transformation of the communications landscape, the fragmentation of the industry and the consequential re-structuring of agency models. With particular focus on the impact of new players such as Facebook and Twitter and the industry's effect on the economy and culture.

Module 3: Client and Agency Roles Understanding the pivotal client/agency relationship from three different vantage points: (1) from the client's perspective, in particular the role of the CMO; (2) how the agency responds, prioritises and meets client needs; (3) through the necessary processes and paperwork that underpin best practice.

Module 4: Theories, Tools and Techniques An overview of the key theories, techniques and tools used by today's marketers and agencies, such as behavioural economics, the roles of memory and data, and the planning cycle.

Module 5: Comms Review An examination of the role of media to inspire and enhance the creative process, showcasing the impact of different types of media.

Module 6: The Creative Development Process A summary of the two strands of the creative development process: (1) fostering creativity in your everyday environment; (2) the actual work process from receipt of client brief, to internal agency brief, and to the art of creative feedback.

Module 7: Evaluating Effectiveness An introduction to the critical importance of advertising effectiveness and how the IPA, through its Effectiveness Awards and thought leadership, has championed agency expertise in its delivery, evaluation and measurement.

Find out more at **ipa.co.uk/MIPA**