



IPA Foundation Certificate

The award winning IPA Foundation Certificate online learning programme provides junior industry people, regardless of discipline, with the knowledge to perform their roles with confidence and expertise.

Since its inception in 2003, over 10,000 people have passed the IPA's Foundation Certificate globally.

Passing the Foundation Certificate would earn you **two stars** towards the five required to qualify as an Accredited MIPA.

For more information see www.ipa.co.uk/MIPA



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Format:

30 hours of online learning, culminating in a 2 hour offline exam. You can access and download the learning through the Foundation Certificate web page on any device (PC, laptop, tablet or mobile) or via the IPA app.

Audience:

This qualification is aimed at individuals with less than a year's experience in an advertising, marketing or communications role; from recent graduates in their first year to people moving from other industries.

Content:

This course is divided into seven modules designed to take learners on a journey through the entire brand communications process.

Module I: The Power of Creativity

This opening module celebrates the role of creativity in both communications and the wider business community. Exploring the history and evolution of creativity, and its exciting future.

Module II: The Communications Landscape

This module highlights the transformation of the communications landscape and how agency models have changed as a result of the increasing fragmentation in the industry. This includes the arrival and influence of newcomers such as Facebook and Twitter and the significance of the communications industry to both culture and the economy.

Module III: The Client and Agency Roles

This module has three parts: the first is client focused, including the dynamic role of the marketing director and considering clients' work and priorities. The second part centres on agency response and interaction, while the third part outlines some of the necessary paperwork and processes.

Module IV: Theories, Tools, & Techniques

The focus of this module is the key theories, techniques and tools at the disposal of today's marketers and agencies. This includes behavioural economics and the role of memory, the planning cycle and the role of data, and how these theories help brands grow.

Module V: Comms Review

This module demonstrates media's invaluable role as a source of inspiration and enhancer of the creative process. It is approached from a media neutral standpoint and includes relevant theories to illustrate the relevance of different types of media.

Module VI: The Creative Development Process

This module focuses on the creative development process. From fostering creativity in your everyday environment through to the creative communications development process: from receipt of the client brief, to creation of the internal briefs, and to the art of creative feedback.

Module VII: Evaluating Effectiveness

This module outlines the importance of effectiveness to our industry. It illustrates the ways in which the IPA has been at the vanguard of this drive with the globally renowned IPA Effectiveness Awards and the development of theories such as those from Les Binet and Peter Field.

Exam:

To gain the official qualification delegates must complete a formal examination. A certificate of completion is awarded to all delegates who successfully pass the exam.