



MFA DIGITAL FOUNDATIONS CERTIFICATION PROGRAM

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1. What does the Certification cover?

Certificate I includes the following learning modules: Display (Parts 1 and 2), Video, Social and SEM (Search). Each session runs for 1-1.5 hours (a total of 6.5 hours of learning).

Certificate II, launching in Q2, 2018, will cover SEO, Content, Programmatic and Measurement.

All learning modules are designed as workshop-style training sessions to be run by MFA member agencies.

If you're new to these subject areas, we recommend that you attend all face-to-face training sessions in the following order:

- Certificate I - Display, Video, Social and SEM
- Certificate II – Programmatic, Measurement, Content and SEO

If you already have digital knowledge in one or all of the above areas, you do not need to attend the training session. You may choose to attend the individual modules where you need to further your knowledge. Or, you can choose to study the entire course content in your own time via the MFA Digital Foundations Study Guide, Glossary of Terms and complete the practice exam questions. All can be downloaded from the MFA website.

You must have undergone the Certificate I exam prior to participating in Certificate II.

If you work at an MFA member agency, access to the workshop sessions, Study Guide and Glossary of Terms is free of charge.

2. Why do I need Certification?

MFA member agencies told us that they wanted a standardised benchmark for basic digital media proficiency across the industry. The MFA Digital Foundations Certification program was created to fulfil this demand.

The certification provides proof of digital media knowledge and equips individuals with the knowledge and tools they require to handle the next stage of growth in this hugely important sector of our business. It demonstrates their commitment towards career development and enhances their marketability in the industry.

Gaining certification is a mandatory requirement for advertising professionals with less than 2 years' experience who work at an MFA member agency (note: it is not recommended for staff with less than 3 months experience).

3. Who developed the MFA Digital Foundations Certification Program?

The MFA Interactive Committee, which has representation from all major media agency groups developed the program.

4. How can I become certified?

To earn certification, you'll need to pass a rigorous two-hour exam, achieving a minimum result of 80%.

Anyone who works at an MFA member agency is welcome to take the exam and earn certification. However, gaining certification is a mandatory requirement for advertising professionals with less than 2 years' experience who work at an MFA member agency (note: not recommended for staff with less than 3 months experience).

5. Can I apply for certification if I don't work at an MFA member agency?

At the moment, you can only achieve MFA Certification if you work at an MFA member agency.

6. How do I apply for Certification?

You can apply for certification by registering to complete the exam via the MFA website.

Exams will take place twice per year in off-site exam centres in Sydney, Melbourne and once a year in Brisbane. Dates will be published on the MFA website.

An administration cost of \$50 (plus GST) is payable to the MFA to sit the exam.

7. How do I prepare for the exam?

To earn certification, you'll need to take the exam and achieve a minimum score of 80%.

Before you sit the exam, you have the option to cover the course content at face-to-face training sessions at your agency or in your own time via the Study Guide, Glossary of Terms, and practice exams which can be downloaded from the MFA website.

All MFA member agencies will run in-house training sessions at least once per year in Sydney, Melbourne and Brisbane. If you're unable to attend the scheduled training sessions at your own agency, we suggest speaking to your management team (People and Culture or Digital Heads) or contacting the MFA for alternative options.

While attending the face-to-face workshops is **not** a pre-requisite for taking the Certification exam, we believe they offer the fastest route to improving your digital media knowledge and recommend attending at least one in order to prepare for the exam.

8. How much does it cost?

	MFA Members	Non-Member
Training workshops (run by MFA agency members)	-	To be determined
Study Guides, glossary	-	To be determined
Exam	\$50 (plus GST)	To be determined
Re-take Fee (If candidate does not pass the first time)	\$50 (plus GST)	To be determined
Certificate/Digital Badge (if achieved a pass result of 80%)	Free	

Exam fees are non-refundable

9. What will the exam cover?

The exam is a 2-hour closed book online exam, containing a randomised selection of 100 multiple-choice questions. For Certificate I this is across Paid Digital; Display, Video, Social and SEM covering:

- Calculations
- Terminology and Acronyms
- Main Players, Planning Process
- Buying, Industry tools, Evaluation, AdOps and Measurement
- Basic Creative formats

Certificate II exam, launching in Q3 2018 is still in development.

Testing is rigorous, and we advise that all candidates download and review the Study Guide, Glossary of Terms and practice exams prior to sitting the exam.

10. When do examinees receive their exam results?

Examinees will be emailed with a link to their results within one week of exam completion. Results will be shared with each agency's Digital Champion 24 hours prior to the release to examinees.

11. How will Examinees receive their exam result?

Examinees will receive an email advising that results are now available to review, with a link to the MFA Digital Foundations Exam website. Examinees will need to login to the system using their MFA Digital Foundations Exam username and password.

12. If an examinee did not pass, will they be able to see the results for each question?

Individual question results are not available for review. However, examinees will be able to view their pass or fail result against each of the module subject areas i.e., Certificate I - Display, Video, Social and SEM, and broken down against the following five categories 1. Main Players/Planning 2. Terminology 3. Calculations 4. Buying/Tools/Evaluations 5. Creative/Adops

13. Why is the pass rate 80%?

As proof of knowledge to receive the certification, the Digital Leaders determined that a high pass rate was required for a foundation program.

14. If an examinee achieved a result of 78-79%, is there a reason why they cannot be 'bumped up' a few marks to achieve a pass?

To gain certification the minimum pass score is 80%. and is not negotiable.

15. What happens if an examinee did not pass?

Individuals need to achieve a minimum of 80% to pass. If this is not achieved they will need to re-sit the full exam at the next scheduled available date.

16. Do they need to pay the registration fee again?

Yes they will need to pay the \$50 (plus GST) registration fee. This is to cover administration costs.

17. If they have to sit the exam again, when will that be?

Exams are scheduled to run twice per year in Sydney and Melbourne and annually in Brisbane. Dates will be published on the MFA website, promoted on Media screens and sent to the agency Digital Champions.

18. Is there a reason why the exam has to be off site?

MFA Digital Foundations Certification is our industry's professional certification, guaranteeing a base digital knowledge for the industry. Therefore, exam conditions apply.

19. It is an online exam, why can't they sit the exam at a more convenient location, at a more convenient time?

As above.

20. How can an examinee access their certificate? Is it a certificate or a badge?

Successful examinees will be able to download their certificate from their results page on the MFA website. The Digital badge is in development.

21. What happens if one of the examinees has left my agency?

Examinees are still able to access their results by utilising their MFA Digital Foundations exam username and password on the MFA website.

22. How can I verify the results of a potential employee?

You can contact the MFA for verification.

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