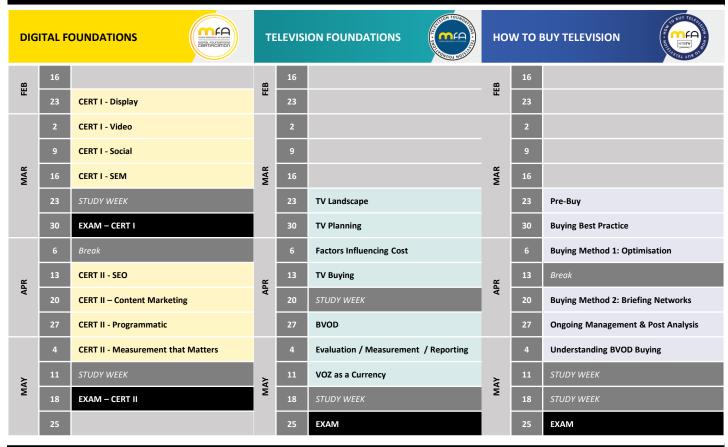
LEARNING



2025 e-LEARNING SEMESTER CALENDAR

AUTUMN SEMESTER (Feb – Jun)



SPRING SEMESTER (Aug – Nov)

DIGITAL 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	STUDY WEEK		12	Buying Method 2: Briefing Networks
	19	CERT II - Programmatic		19	BVOD		19	Ongoing Management & Post Analysis
	26	CERT II – Measurement that Matters		26	Evaluation / Measurement / Reporting		26	Understanding BVOD Buying
NON	2	STUDY WEEK	NON	2	VOZ as a Currency	NON	2	STUDY WEEK
	9	EXAM – CERT II		9	STUDY WEEK		9	STUDY WEEK
	16			16	EXAM		16	EXAM