

# Kick start your career in advertising with the IPA Foundation Certificate

**2023**

With 17,000 graduates in over 70 countries, the IPA Foundation Certificate is the world's number one professional advertising qualification.

# Foundation Certificate

Written for the industry by the industry. The all new IPA Foundation Certificate is a definitive learning programme that takes you on a journey through the entire band process so you can hit the ground running. Whether you are a newcomer to the industry or a career switcher, the webinars, forums, expert opinion, videos and podcasts form a collective thread across all the modules, emphasising the link between creativity and business value.

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## Audience

Anyone with less than a years' experience in an advertising, marketing or communications role. From recent graduates in their first year, to people entering the industry from another profession.

## Key benefits

- Gain an essential overview of all areas of advertising, no matter where you currently work.
- The impact of the industry specific and commercial landscape contexts on advertising.
- Get familiar with the key stakeholders and their roles in effective, creative communications solutions.
- Be aware of essential communications theories which will help your work; including understanding consumers, their motivations and how to influence decisions through the science of choice.
- Get confident in the fundamentals of media planning.
- Understand the link between creativity and business effectiveness.
- Consider how we can all be creative in our roles.
- Earn the confidence to perform your role with confidence and expertise.

## Format

Thirty hours of online learning split across seven modules, culminating in a formal two hour online exam. Three hours in non-English speaking countries. The qualification is designed to offer accessible learning using a blend of online learning methods. You will be able to pace your own progress, connect with other learners through forums and apply your learning directly to your day job.

## 2023 exam dates

Exam	Booking deadline (members)	Booking deadline (non-members)
26 June 2023 (UK Only)	26 May 2023	21 April 2023
25 September 2023	25 August 2023	28 July 2023
27 November 2023	27 October 2023	29 September 2023

# Content

## **Module 1: The business of creativity**

*Authored by Coral Cranmer, Associate Director – Strategy, McCann Leeds*

The opening module is intended to remind us about the inspiring creative industry that we all work in - including references to its glorious past, dynamic present and exciting future. The module helps to outline and celebrate the role of creativity in both communications and the wider business community.

It includes:

- understanding Creativity and its commercial value
- creativity in Advertising and how it works
- creativity and brand marketing effectiveness
- unlocking our own creativity
- the future of effective creativity

## **Module 2: The context in which creative communications operates**

*Authored by Pia Kingan, Media Lead, Sky*

This module looks at the context in which creative communication operates – specifically to our industry but also within the wider commercial context in which we all operate.

It includes:

- the speed and rate of change of our industry
- agency type and landscape
- highlighting specific key industry issues, from talent retention to viewability to profitability
- the impact of Covid on the workplace
- responding to issues we all care about such as inclusivity and sustainability

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*“Absolutely critical grounding  
for anyone starting in  
advertising.”*

Stephen Woodford, Former President, IPA and CEO,  
Advertising Association

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### **Module 3: The key stakeholders and their role in delivering effective communication solutions**

*Authored by Tom Darlington, Head of Insight, PHD Worldwide.*

This module helps us understand the various stakeholder roles involved in delivering an effective and creative communications solution and give some top tips of how we can collaborate and work better together.

It includes:

- why clients employ agencies
- the role and relationship between client and agency
- understanding the Marketing Director's role – what they do and what they need
- overview of agency functions and roles and how they are paid for creative solutions
- top tips for effective working relationships

### **Module 4: Essential communications tools and theories**

*Authored by Neil Godber, Executive Strategy Director, Wunderman Thompson*

This fourth module starts with looking at the brief – interrogating it to understand what is really needed and also how a brief can support creativity.

It includes:

- looking at some of the key marketing theories you should be familiar with
- the role of data
- understanding people: insight and getting under the skin of your audience
- sharing some commonly used communications terms and models

### **Module 5: Media planning fundamentals**

*Authored by Matt Philip, Head of Strategy and Lucy Hunt, Planning Business Director, Manning Gottlieb OMD*

This module demonstrates media's invaluable role as source, inspiration and enhancement of creativity and the creative process. It is approached from a media-neutral standpoint and includes relevant theories, inspiring examples and helpful facts to illustrate media's changing profile.

It Includes:

- clarifying the difference between comms planning and media planning
- going deeper on media planning
- exploring some of the key considerations when media planning
- the media landscape
- the future of media

## **Module 6: The creative content development**

*Authored by Debs Gerrard, EMEA Creative Director, The LEGO Group*

In this module, we focus on the creative content development. We start by outlining why this module is important especially if you don't work in a creative agency.

It includes:

- what makes a good creative brief and how you can bring the brief to life
- how content is conceived and created
- the creative communications development process
- judging creative Ideas and giving creative feedback
- tools and techniques that anyone can use to be more creative

## **Module 7: Evaluating effectiveness – basic principles**

*Authored by Simon Gregory, Joint Chief Strategy Officer, BBH London*

This final module outlines the basic principles of evaluating effectiveness. It illustrates some of the ways in which the IPA has been at the vanguard of this drive - as the home of the globally renowned Effectiveness Awards and Eff Works and through the development of many landmark works and theories such as those from Les Binet and Peter Field.

It includes:

- what is effectiveness and why it is important?
- setting clear objectives to ensure good evaluation
- embedding effectiveness: from objectives to measurement to impact
- how approaches to effectiveness are evolving
- learn by example with best-in-class IPA Effectiveness Awards

## **Tutor**

Foundation Certificate students have access to a qualification tutor, who is available to help with the subject matter.

## **IPA Effectiveness Awards case studies**

To help bring the learning to life we feature examples of IPA Effectiveness Award(s) winning papers throughout the learning and have included an additional selection of winning IPA Effectiveness Awards case studies that students can download and keep. Students are expected to study one of these case studies for the final exam.

## **Recommended resources**

We have also provided a list of recommended resources for each module, ranging from blogs to books, that we encourage students to explore as wider reading on the subject matter.

# Booking

Cost to IPA members per student £275 + VAT

(Non-members £550 + VAT per student)

Enrol at [ipa.co.uk/fc](https://ipa.co.uk/fc)

Any questions? Please drop us an email at [learning@ipa.co.uk](mailto:learning@ipa.co.uk).

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*"It has been a great experience as someone who is fairly new to advertising/media. I think the IPA Foundation Certificate provided a lot of necessary information that can be used in the future and acting as a sort of industry standard to refer to for campaigns and the communications approach."*

Former Foundation Certificate student

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