

IPA Foundation Certificate Qualification Policies

Our policies are updated regularly. Please refer back to our online PDF rather than making a local copy.

If you are completing the Foundation Certificate as part of the Level 3 Advertising and Media Executive Apprenticeship Standard, please view the apprenticeship-specific Qualification Policies in Section 4.

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Candidate Obligations

You understand that following your booking you are a candidate member of the IPA professional development community and agree that as such you will behave respectfully to all other members and staff of our community.

You agree that you will familiarise yourself with and adhere to the Candidate Policies for the relevant course or qualification and all other regulations and policies that are brought to your attention.

You agree that you will be responsible for your learning and will pursue your studies conscientiously, making use of the resources and opportunities made available to you. You agree that you will attend any compulsory workshops, webinars, submit assignments and undertake examinations unless agreed otherwise with the IPA because of extenuating circumstances.

You will maintain the accuracy of your personal details, including your email address and other contact details, on the IPA website or by informing the IPA Professional Development Team of any changes. You understand that mail or messages sent at any time to you will be considered as sufficient to meet the IPA responsibility to give due notice of updates or changes to the course or qualification.

1. Qualification Booking

If you are making a booking on behalf of a candidate, it is your responsibility ensure they are informed of their booking and are aware of these Policies applicable to their booking.

All candidates will need to register an account with the IPA via this [link](#), before any booking can be made on their behalf. The IPA cannot set up IPA accounts on behalf of any individual candidates.

1.1 Booking Deadline

The booking deadline for the Foundation Certificate is set approximately two months before the exam date. Any bookings requested after the publicised booking deadline may be refused at the discretion of the IPA.

2025 Exam Dates	Booking Deadline
24 February	24 December 2024
30 June	30 April 2025
24 November	24 September 2025

1.2 Booking Name Change

Name changes are permitted for the Foundation Certificate if the new candidate sits the Foundation Certificate exam on the original booked date.

Any name changes requested after the booking deadline may be refused at the discretion of the IPA. No name changes are permitted within four weeks of the exam.

There will be a name change fee of £50+VAT charged per change, paid directly to the IPA. An alternative candidate name must be provided before payment and within three working days. If this is not provided, the candidate must follow cancellation policy.

1.3 Payment

1.3.1 Members (corporate and personal)

Payment by invoice: invoices are raised at the point of booking and payment must be made within the IPA 30-day payment term.

Online payment: made at point of booking.

1.3.2 Non-members

Qualification fees must be paid in full prior to candidates gaining access to the online learning.

All fees must be paid online.

Payment by invoice is only available for sums exceeding £4000, and payment must be made within the IPA 30-day payment term.

If booking on through a Sales Rep, you must follow their payment terms.

1.4 Cancellation

If you change your mind about the Qualification, and wish to receive a full refund, you have to give notification within 14 days after we email you to confirm that we received your booking ("Cancellation Period").

You do not have a right to change your mind in respect of the Qualification booking if you have already completed the Qualification.

If you have partially accessed or viewed the Qualification and wish to cancel within the Cancellation Period, you will receive a refund equivalent to 50% of the price that you paid for that Qualification.

To cancel your Qualification booking, please contact the IPA by phone or email. Alternatively, you may write to us, including details of your order and your contact details. We will issue the relevant refund using the same method used for payment within 30 days of you telling us that you wish to cancel the booking.

If you made your booking through a Sales Rep, please contact them by phone or email to make your cancellation. They will issue the relevant refund as per your booking contract with them.

Refunds for cancellation other than as set out above will be dealt with on a case-by-case basis at the discretion of the IPA or Sales Rep and may be subject to an administrative fee.

To qualify for a cancellation free of charge on the grounds of extenuating circumstances, candidates must supply reasonable extenuating circumstances alongside proof/notice of absence from work, by email, to the IPA. This must be validated by the candidate's HR/manager by email. No calls will be accepted. Any requests made due to annual leave or work commitments known or not known at the point of booking will not be accepted as reasonable reason for cancellation at no charge under any circumstances.

2. Qualification Examination

2.1 Examination Date

The exam date is selected at the point of booking.

There is a minimum number of 10 candidates required to run an online exam. If there are not enough candidates registered for an exam date, the IPA may cancel and reschedule the exam at their discretion.

Candidates must access the online learning a minimum of two weeks prior to their chosen exam date. If they fail to do so, we are unable to enrol them onto the exam. Candidates will need to defer to a later exam for the deferral fee of £50+VAT if they still wish to complete the qualification.

Candidates that do have an examination cancelled by the IPA for this reason, or any other (i.e. technical difficulties) will be offered an alternative examination date at no charge.

Learning access will expire one month after candidates have completed their exam.

2.2 Examination Location

This is an online exam.

It is the candidate and their organisation's responsibility to organise a suitable place to sit the exam. Somewhere quiet, where the candidate will not be disturbed and with strong internet connection.

2.3 Examination Conditions

By proceeding with the examination, candidates understand and agree to sit the exam under an honest code of conduct as outlined by the IPA in the Examination Honour Code. Should they engage in any activity that could result in gaining an unfair advantage, before, during or after the exam they understand that they risk disqualification.

The candidate and their agency/company accept all responsibility for fulfilling the IPA Examination Honour Code. If any candidate fails their paper due to disqualification, the IPA and/or the Sales Representative will not reimburse the candidate/agency/company for any payments made for the qualification.

2.4 Examination Invigilation

Though not mandatory for an online exam, organising an invigilator is encouraged. Any candidate suspected of engaging in any activity that could result in gaining an unfair advantage, before, during or after the exam risks disqualification.

It is the candidate/organisation's responsibility to organise an invigilator. Should an invigilator be organised, the candidate/organisation should complete and return the relevant form available in the learning portal to the Support Contact at least two-weeks before the exam date.

2.4.1 Examination Honour Code

All candidates must agree to abide by the Examination Honour Code at the beginning of their online exam. It says:

"I will not give or receive unauthorised assistance, or engage in any activity that could result in gaining an unfair advantage, before, during or after the exam.

I will not refer to any notes, learning or printouts during the exam, as this is a closed book exam.

I will not confer with any other candidate for information regarding mine, or their, exam answers during the exam.

I will not use any AI generator tools such as, ChatGPT, during the exam.

I understand that the IPA reserves the right to check my exam answers, including through the use of AI or any other technology, if it has reason to believe that I may have engaged in any activity that could have resulted in my gaining an unfair advantage before, during or after the exam, or otherwise having contravened this policy. I agree that should the IPA reasonably believe that I have so contravened this policy, it shall be entitled to disqualify me from the exam and award me a 'fail'. It is then at the discretion of the IPA to decide whether I may resit the exam for a fee of £50+VAT."

2.5 Extra Time and Other Access Needs

The IPA believes in accommodating the needs of all its learners. If access and adjustments for candidates with specific needs, disabilities, and special educational needs are required, the IPA will do our best to accommodate these.

Candidates with dyslexia, dyspraxia and other access needs are entitled to 25% extra time in the online examination, unless a different amount of additional time is stipulated in any supporting paperwork.

Any request for extra time must be submitted through the special requirements submission form.

[2.5.1 IPA Exam/Assignment: Access Needs Submission Form](#)

2.5.2 Language Differences

Extra time requests due to language differences do not extend to non-native English speakers sitting the exam in an English-speaking country. Only non-native English speakers sitting the exam in a non-English speaking country are entitled to extra time in the exam; this 50% extra time is allocated automatically at the point of booking.

Non-native English speakers are permitted to use a translation dictionary during the exam. This dictionary must be approved by the IPA prior to the exam date.

2.7 Examination Deferral

A candidate can defer their Foundation Certificate examination at no cost up to the booking deadline.

Any deferral requests made after the booking deadline will be charged at £50+VAT per candidate. This must be paid in full and directly to the IPA at least four weeks prior to the new exam date. The deferral will not be confirmed until payment is received.

The deferral can only be allocated against the original booked name. Candidates may only defer their exam once and must commit to an alternate examination date at the point of request; this will be offered by the IPA. The selected exam date must fall within 12 months of the candidate's enrolment date.

A candidate must complete the Foundation Certificate qualification within 12 months of their enrolment date. If they wish to re-sit or defer their examination outside of these 12 months, they will be treated as a new booking and must pay the full qualification fees again.

Candidates may not defer from an exam for a second time, instead they will be treated as a new booking and must pay the full qualification fees again.

2.8 Examination Re-Sit

If a candidate fails their Foundation Certificate examination, they may re-sit at a future exam date.

Any re-sit requests will be charged at £50+VAT per candidate. This must be paid in full and directly to the IPA at least four weeks prior to the new exam date. The re-sit will not be confirmed until payment is received.

Candidates may only re-sit their exam once and must commit to an alternate examination date at the point of request; this will be offered by the IPA. The selected exam date must fall within six months of the candidate's failed exam date.

Candidates may not re-sit the exam for a second time; instead, they will be treated as a new booking and must pay the full qualification fees again.

2.9 Extenuating Circumstances

To qualify for a deferral free of charge on the grounds of extenuating circumstances, candidates must supply reasonable extenuating circumstances alongside proof/notice of absence from work, by email, to the IPA. This must be validated by the candidate's HR/manager by email. No calls will be accepted.

Extenuating circumstances will be dealt on a case-by-case basis at the discretion of the IPA. Any extenuating circumstances or deferral requests made due to annual leave or work commitments known or not known at the point of booking will not be accepted as reasonable reason for deferral at no charge under any circumstances.

If not provided prior to the examination, candidates should endeavour to inform the IPA on the day of the examination as soon as they are able.

In extreme circumstances of illness or injury if the candidate cannot sit the exam date offered by the IPA, they may defer their place to the following year. If the deferred candidate, does not sit their examination the following year the place will be lost and will lose 100% of the fee paid. No name changes can be applied to this place.

3. Other

3.1 Grades and Grade Publishing

Grades are released to candidates by email by the IPA.

All IPA qualifications go through a rigorous double marking process by independent markers. The IPA does not provide a breakdown of grades across our qualifications and courses, candidates will only be provided with their grade boundary. The IPA will not, under any circumstances, re-mark any paper. Grades will not change once released by the IPA.

Original papers are not available for candidates to request after the exam.

3.1.2 Fail Report

Upon request, the IPA can release a report with marker's comments to candidates who have failed their exam.

This feedback is written at a university level standard and should be used by the candidate to improve their paper should they re-sit.

The IPA will not ask for more feedback than is initially given. If, however, a delegate has any questions about feedback, they should contact the qualification's IPA contact.

3.2 Shredding and Archiving

Papers from online IPA examinations will be archived for a maximum of two years. Unless requested by a candidate they will be deleted/shredded following this date. Original papers are not available for candidates to request after the exam.

3.3 IPA Assistance: Technical & Otherwise

Technical assistance for the online learning and IPA website is available during IPA office hours: Monday - Friday, 9.30AM - 5.30PM, excluding UK holidays.

We aim to respond to all queries and support issues within two working days.

3.4 Qualification Mailing List

The IPA releases all information regarding the online learning and exam via email. By making a booking for an IPA qualification, the candidate agrees to be added to the mailing list for communication regarding the qualification and exam and will not unsubscribe.

It is the candidate and their agency/company's responsibility to ensure that the candidate is aware they have been booked onto the qualification and that they receive updates from the IPA regarding their qualification and exam. The IPA accepts no responsibility should any communication regarding their qualification or exam end up in the candidate's spam/junk/clutter folders.

Should a candidate unsubscribe from our mailing list, they understand that they will miss communication regarding their exam date, time, location, final grade, digital certificate of completion and any invites to relevant industry events.

Member organisations may request learner progress/completion reports from us in respect of their candidates. This is not something we offer to non-member organisations.

All enrolled candidates will receive regular communications from us relating to their exam, including their exam date/time, expiry of online learning access and final grade.

3.5 Privacy Policy

If you are taking one of our courses or qualifications through your employer or educational establishment, we may need to share your information including your course or qualification results - with them. For further details about how we treat your personal data, please see our [privacy policy](#).

4. Level 3 Advertising and Media Executive Apprenticeship Standard

4.1 Examination Deferral

Before deferring an exam, we recommend that candidates completing the Foundation Certificate online learning and exam as part of the Level 3 Advertising and Media Executive Apprenticeship

Standard check with their Apprenticeship Provider what the impact of this will be on their apprenticeship.

Candidates completing the Foundation Certificate online learning and exam as part of the Level 3 Advertising and Media Executive Apprenticeship Standard are welcome to defer their exam date following the Policy outlined in section 2.7.

However, they should be aware that the cost of the deferral will be incurred by themselves or their employer, and not the Apprenticeship Provider. Any examination deferral fees incurred should be paid directly to the IPA.

4.2 Examination Re-sit

If a candidate completing the Foundation Certificate online learning and exam as part of the Level 3 Advertising and Media Executive Apprenticeship Standard does fail the exam, we recommend they check with their Apprenticeship Provider what the impact of this will be on their apprenticeship.

Candidates completing the Foundation Certificate online learning and exam as part of the Level 3 Advertising and Media Executive Apprenticeship Standard are welcome to re-sit their exam date following the Policy outlined in section 2.8, should they fail.

However, they should be aware that the cost of the re-sit examination will be incurred by themselves or their employer, and not the Apprenticeship Provider. Any examination re-sit fees incurred should be paid directly to the IPA.

4.3 Online Tutor

As the IPA is classed as a content provider and not a training provider by the Education & Skills Funding Agency, candidates completing the Foundation Certificate online learning and exam as part of the Level 3 Advertising and Media Executive Apprenticeship Standard are not permitted to make use of the Foundation Certificate Online Tutor provided by the IPA.

Should a candidate have any questions about any of the qualification subject matter, the query should instead be directed to the candidate's Apprenticeship Provider.

4.4 Live Workshops and Webinars

As the IPA is classed as a content provider and not a training provider by the Education & Skills Funding Agency, candidates completing the Foundation Certificate online learning and exam as part of the Level 3 Advertising and Media Executive Apprenticeship Standard are not permitted to attend any live workshops or webinars that the IPA may host as a supplementary event to the Foundation Certificate online learning.

Any recordings, handouts or notes from any live workshops or webinars that the IPA may host as a supplementary event to the Foundation Certificate online learning will be uploaded to the online learning portal after-the-fact. Candidates completing the Foundation Certificate online learning and exam as part of the Level 3 Advertising and Media Executive Apprenticeship Standard will have access to these resources.