



INSTITUTE OF ADVERTISING PRACTITIONERS



## PROFESSIONAL DEVELOPMENT ONLINE

IPA Online courses are designed to allow you to study in your own time and environment and ensure learnings are easily applied to real-work demands and situations. Created and authored by the Institute of Practitioners (IPA) in the UK. All IPA Online courses are **accredited** and **recognised** globally. For a complete list of IPA Residential and Online courses, including costs, dates and locations go to [ipaaustralia.com.au](http://ipaaustralia.com.au)

### IPA EFF TEST

A challenging qualification that promotes the comprehension of, and engagement with, planning; specifically it will help identify planning and effectiveness measurement techniques as central to understanding how agencies can create effective campaigns for their clients. An IPA e-certificate is presented to those who pass the exam.

#### What to expect

This course investigates the ideas of effectiveness, how they have evolved and how they can be harnessed. There is also an examination of the principles behind accountability and setting objectives with a view to creating outstanding campaigns that deliver results.

#### Who is this course for?

Experienced planners will find it of great value. Also, senior account management wanting to broaden their understanding of what it takes to make a truly effective campaign.

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 ADVANCED LEVEL  
 4 -10 yrs experience

30 HOURS ONLINE

2 HOUR EXAM

E-CERTIFICATE

### ONLINE COURSE CONTENT

- INTRODUCTION TO EFFECTIVENESS TESTING
- PLANNING FOR EFFECTIVENESS
- OUTPUT MEASURES: BUSINESS
- OUTPUT MEASURES: BEHAVIOURAL
- ISOLATING YOUR ACTIVITY: NON-ECONOMETRIC
- ISOLATING YOUR ACTIVITY: ECONOMETRICS
- OUTPUT MEASURES: AWARENESS AND ATTITUDES
- EVALUATING DIGITAL
- EVALUATING PROMOTIONAL ACTIVITY
- EVALUATING DM & CRM ACTIVITIES
- EVALUATING PUBLIC SECTOR CAMPAIGNS
- INPUT MEASURES
- EVALUATING PR & SPONSORSHIP

# IPA COMMERCIAL CERTIFICATE

ENTRY - ADVANCED  
any level of experience

By analysing the finances that underpin a successful agency, delegates enhance their effectiveness and decision making. There is also a dig-down into key industry terms and concepts. After eight hours of online study, there is a 30 minute online exam. An IPA e-certificate is presented to those who pass the exam.

## What to expect

A deeper understanding of agency finances can open the door to leadership roles. This online learning program has been designed to give delegates the tools to engage with higher level agency tasks relating to everything from KPIs and contract negotiation, to fee structures.

## Who is this course for?

This course is of value to senior account managers and account directors. It is also useful for professionals wanting a better understanding of the commercial factors that affect agencies and clients.



8 HOURS ONLINE



1/2 HOUR EXAM



E-CERTIFICATE

## ONLINE COURSE CONTENT

### TERMINOLOGY

The language of finance

### KPI'S

The key numbers for agencies

### FINANCE AND MEDIA AGENCIES

Media-specific finance issues

### CONTRACTS

Compliance and Negotiation

### FINANCE AND TV PRODUCTION

Process, scope, payments

### FEE STRUCTURES

Models and payment structures

### CLIENT P&L

Measures and metrics

# IPA FOUNDATION CERTIFICATE

FOUNDATION LEVEL  
0 - 3 yrs experience

This newly updated cross-disciplined course (developed by the best in the business) provides in-depth grounding in the brand communication process. Learning paths consist of e-lessons, key readers, assignments, videos, discussions and quizzes, which provide junior industry people, with the 'inside track'. It will give them a distinct advantage over their peers.

## What to expect

Fill your knowledge gaps and set yourself up to get the most out of your first few years. Network via the discussion boards.

## Offline Exam

Delegates sit a two hour offline exam held in Sydney, Melbourne, Adelaide, Brisbane or Perth. An IPA e-certificate is presented to those who pass the exam.

## Who is this course for?

If you have less than three year's experience in advertising, marketing or communications, are a recent graduate, or moving into the industry from other professions, this course will give you the knowledge you need to make great, early progress. A comprehensive introduction to all facets of marketing communications aimed at equipping new recruits with the skills and knowledge required to perform roles with confidence and expertise.



30 HOURS ONLINE



2 HOUR EXAM



E-CERTIFICATE

## ONLINE COURSE CONTENT

### THE POWER OF CREATIVITY

### THE COMMUNICATIONS LANDSCAPE

### CLIENT AND AGENCY ROLES

### THEORIES, TOOLS AND TECHNIQUES

### COMMS REVIEW

### THE CREATIVE DEVELOPMENT PROCESS

### EVALUATING EFFECTIVENESS

# IPA DIGITAL PERFORMANCE CERTIFICATE

FOUNDATION LEVEL  
0 - 3 yrs experience

Developed with practitioners, the IPA Digital Performance Certificate provides junior practitioners working in the communications industry with an essential grounding in digital performance marketing. Delegates will graduate better able to brief, plan and execute digital marketing campaigns regardless of their agency type.

## Who is this course for?

Not only is this qualification suitable for those in their first year within a digital agency or specialist department, it would also benefit any individual looking to build their knowledge in digital performance marketing.

## Format

10 hours of online learning, culminating in a 70-minute online exam. You can access and download the learning through the Digital Performance Certificate web page on any device (PC, laptop, tablet or mobile) or via the IPA Learning app.

## Exam

To gain the official qualification, delegates must complete and pass a formal online examination. A mandatory multiple choice self-test must be passed before the exam date. The final online exam is made up of 12 short-form essay questions. A digital certificate of completion is awarded to all delegates who successfully pass the exam.



10 HOURS ONLINE



70 MINUTE EXAM



E-CERTIFICATE

## ONLINE COURSE CONTENT

ACCOUNT MANAGEMENT & PLANNING

SEO

PAID SEARCH

AFFILIATE MARKETING

DISPLAY ADVERTISING