



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

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.



ADVANCED
8+ years 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

BOOK ONLINE AT IPAAUSTRALIA.COM.AU

IPA COMMERCIAL CERTIFICATE

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.

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

● ●
INTERMEDIATE
3 - 5 years experience



8 HOURS ONLINE



1/2 HOUR EXAM



E-CERTIFICATE

IPA FOUNDATION CERTIFICATE

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 one 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.

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

●
ENTRY
0 - 2 years experience



30 HOURS ONLINE



2 HOUR EXAM



E-CERTIFICATE

BOOK ONLINE AT IPAAUSTRALIA.COM.AU