

## Insight & innovation

- [Guide to innovation & renovation](#)
- [Delivering audience & brand insights](#)
- [Guide to brand partnership & building a brand purpose](#)

## Media Process

- [Guide to working with a media agency](#)
- [Guide to understanding the media planning process & writing a media brief](#)
- [Managing media agency pitches](#)
- [Guide to understanding media weighting & phasing & evaluating your media plans](#)
- [Delivering accountability in media](#)
- [Effectiveness: Marketing mix modelling](#)

## Creative Process

- [Guide to understanding how a creative agency works & how to write a creative brief](#)
- [Guide to best in class creative- multi channel focus](#)

## Channels

- [Guide to TV, VOD & connected TV](#)
- [Guide to cinema](#)
- [Guide to hyperlocal targeting & direct marketing](#)
- [Guide to outdoor](#)
- [Guide to radio & voice search](#)
- [Guide to public relations & sponsorship](#)
- [Guide to magazines & news brands \(new\)](#)
- [Guide to content marketing\\*](#)

## Social/Digital

- [Guide to search, online & programmatic buying \(in a cookie-less future\) \(new\)](#)
- [Guide to influencer marketing & social media](#)
- [Guide to mobile advertising](#)

## Ecommerce & customer experience

- [Guide to devising & creating ecommerce & social strategies](#)
- [Guide to using data to understand your customer and connected customer experiences](#)

24 sessions – all of which included in the Media Foundation Programme for 2023

\* Recording only

