



# Media Foundation Certificate



Over 400 marketers have taken part in  
ISBA's Media Foundation Certificate – from graduates to marketing directors

ISBA's **Media Foundation Certificate** is your gateway to mastering the ever-changing world of media. We created this programme to empower marketers with the essential tools, knowledge, and strategies to stay ahead in today's fast-paced industry.

With dynamic subjects across 5 focused modules, you'll dive into everything from media planning to creative execution, collaborating with agencies, and navigating modern and traditional media channels. Whether you're an industry newcomer or a seasoned professional, this programme delivers powerful insights that will elevate your marketing game, whilst obtaining a CPD Accredited Certification.

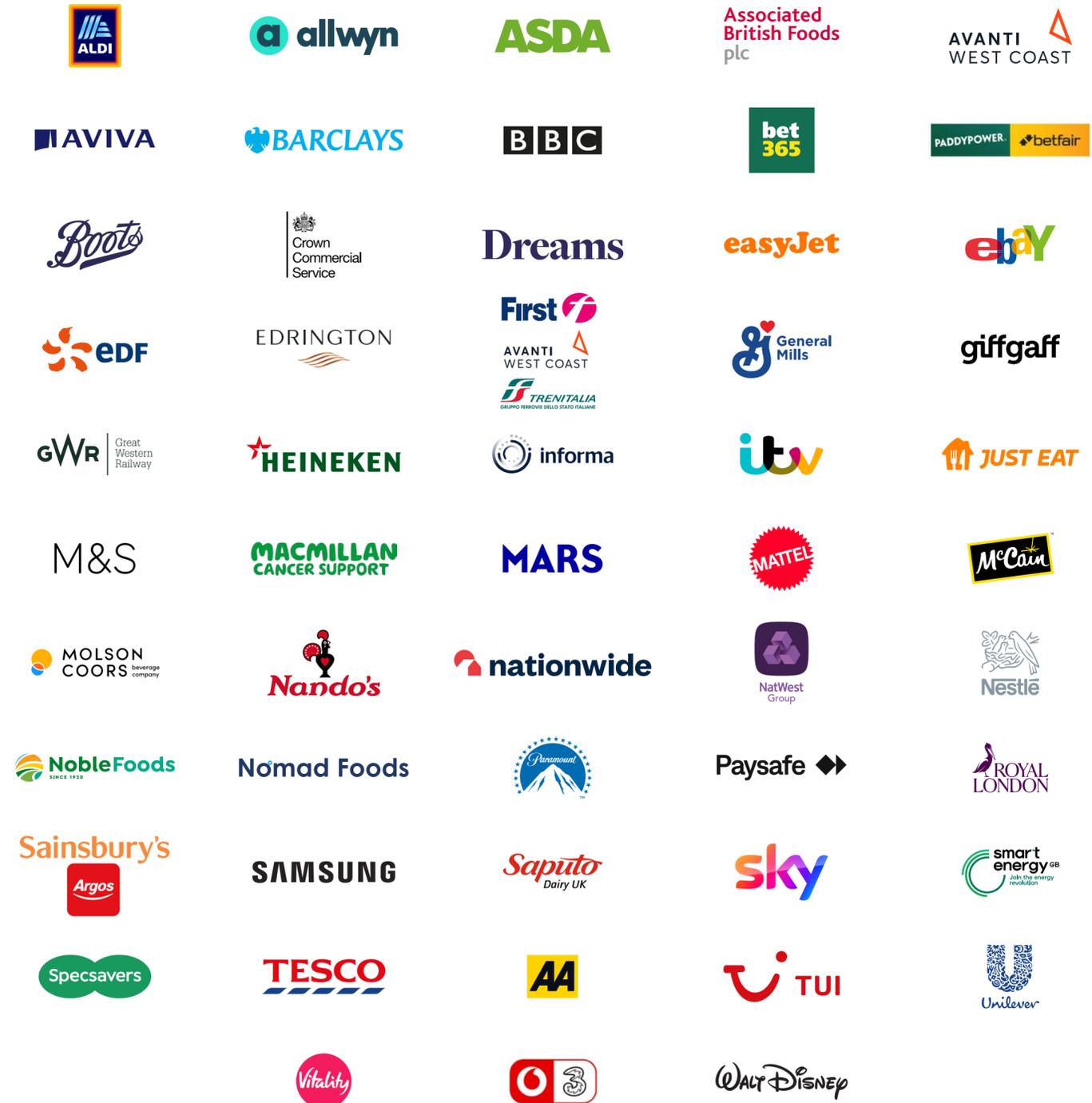
Our online sessions are designed to be insightful and actionable.

At the end of the programme, you'll be able to put all your learnings into practice at our vibrant, hands on programme end practical. You'll meet like-minded professionals, make valuable connections, and put your learning into practice in an exciting, real-world environment.

Don't just keep up with the industry – get ahead of it!

Feedback

“The ISBA Media Foundation Certificate was a fantastic experience. The short, sharp e learning modules were easy to follow and packed with clear, practical insights, all brought together brilliantly in an engaging final practical session led by Pete Davis. I gained a wealth of knowledge from an agency perspective that I can apply straight away. Highly recommend this certified course to anyone looking to strengthen their media understanding.”



# Benefits of completing the Media Foundation Certificate

Each session aims to promote best practice and encourages participants to capture learnings for their current business. The certificate culminates in a fun and engaging practical workshop, giving participants the chance to meet peers from other ISBA members.

Upon completion of the programme, participants will have a CPD accredited certificate from ISBA that will be respected by the industry.

## Themes covered

- Foundations of a successful media strategy
- Brief writing for effective media planning
- Media process and creative process in media management
- Channel deep dive
- The digital landscape

## “ Feedback

“This will boost my career by giving me more confidence in taking full ownership of the agency relationship. It has already improved how I work with our media agency and has been recognised as a key area of growth in my career.”



# Participation Requirements

- Watch each session on-demand throughout the year
- Capture and submit key learnings and reflections via the My Learning Hub on the ISBA website
- Attend one full-day face-to-face practical at ISBA's offices in central London once the online learning has been submitted
- Participants will receive a summary of their learning journey and reflections at the end of the programme, as well as their certificate. The programme involves around 30 hours of online learning, plus the face-to-face session. Guidance on timings to complete each module will be provided to keep participants on track

## ““ Feedback

“Understanding media terminology gives me valuable knowledge that will help me improve my campaign productivity. It also helps me grasp the broader media landscape, enabling me to make better strategic decisions. This will improve my work and open up more career opportunities.”





# Programme

## FAQs

### Who is the Media Foundation Certificate suitable for?

Open to all ISBA members, the programme is designed to help marketers understand the basics and principles of each subject. It is recommended for marketers of all levels looking to develop or refresh their skills and be formally recognised for doing so.

### How to Nominate

Nominations should be made by senior stakeholders or key contacts. Nominators will receive a summary of the learnings from each participant.

All participants will be invited to an introductory call with the programme leader, Pete Davis, MD of getmemedia.com and ISBA trainer, before the programme begins.

Complete the [Nomination Form](#) and send it to [BinaB@isba.org.uk](mailto:BinaB@isba.org.uk)

### Costs

Exclusive to ISBA members, the price per person is £599 plus VAT. Note that names cannot be changed once the programme has begun, and there will be an administration fee for participants who wish to defer their place to the next cycle.

### Feedback

“These sessions have been helpful in expanding my knowledge of media options and how to use them for the most effective campaigns. In the future, this will help me create impactful campaigns with clear success measures, ensuring we achieve our main goals together.”

### Feedback

“Gaining a better understanding of the different channels, their benefits, and how they contribute to a campaign has been extremely valuable. It will help me evaluate agency ideas and see how they can be applied across various channels.”

### Feedback

“In a rapidly digital world, it’s crucial to stay updated. Marketers must target effectively, track results, and navigate growing restrictions to show the impact of their digital efforts to the broader business.”

# Cycle Five

## Foundations of a successful media strategy

- Understanding the role of media and communications in your organisation
- Delivering audience and brand insights
- Building a brand purpose
- The value of innovation and renovation of your brand

## Brief writing for effective media planning

- How to produce and write an effective media brief
- How to produce and write an effective creative brief

## Media process and creative process in media management

- Working with a media agency and understanding media jargon
- Understanding the media planning process
- Understanding media weighting, phasing and evaluating media plans
- Delivering accountability in media
- Understanding Marketing Mix Modelling (MMM)
- How does a creative agency work
- Best in class creative and how to judge it

## Channel deep dive

- TV, VOD & Connected TV
- Cinema
- Public Relations & Sponsorship
- Retail media
- Outdoor
- Hyperlocal targeting and direct marketing
- Brand partnerships
- Radio, Podcasts and Voice Search **NEW!**
- Press and Newsbrands **NEW!**

## The digital landscape

- Programmatic & digital media buying **NEW!**
- Influencer Marketing & Social Media
- Search: Organic, paid & AI-driven discovery **NEW!**
- Effective Digital Creative Design
- Devising and Creating eCommerce and social commerce strategies
- Understanding the importance of data in your marketing mix
- Understanding Gen AI – opportunities and best practice
- Understanding your campaigns’ digital dashboard

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