

IPA Effectiveness Essentials Certificate

Understand the role of effectiveness in 10 hours of online learning.

This course enables practitioners to make better, more informed decisions empowering them to work more collaboratively, efficiently and effectively.

Who is this qualification for?

Primarily aimed at entry-level agency and marketing professionals. Anyone entering the industry in any discipline would benefit from this overview of the key strategic thinking and knowledge of effectiveness that this course provides.

Learning outcomes

- Understand the principles of effectiveness, why it matters and how you can make the case for commercial creativity
- Learn effectiveness best practice and why a culture of effectiveness should be embedded in your workplace
- Make better, more informed, more strategic decisions in your role
- Discover lessons from award-winning effectiveness papers

How is the qualification delivered and assessed?

- 10 hours of online learning
- Interactive work book, videos and case studies
- Mini quizzes at the end of some modules
- 30-minute multiple choice exam.
- If you pass the exam, you will be awarded a digital certificate of completion

Exam dates / Booking deadlines

Ongoing

Price

\$450 + GST members

\$500 + GST non-members