

# Media Foundation Certificate

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 6 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 enlightening 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

In a rapidly changing 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."

Over 300 marketers have taken part in ISBA's Media Foundation Certificate - from graduates to marketing directors.



# 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.

## Modules

- Foundations of a successful media strategy
- Brief writing for effective media planning
- Media process
- Creative process in media management
- Channel deep dive
- Understanding 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 recognized as a key area of growth in my career.”



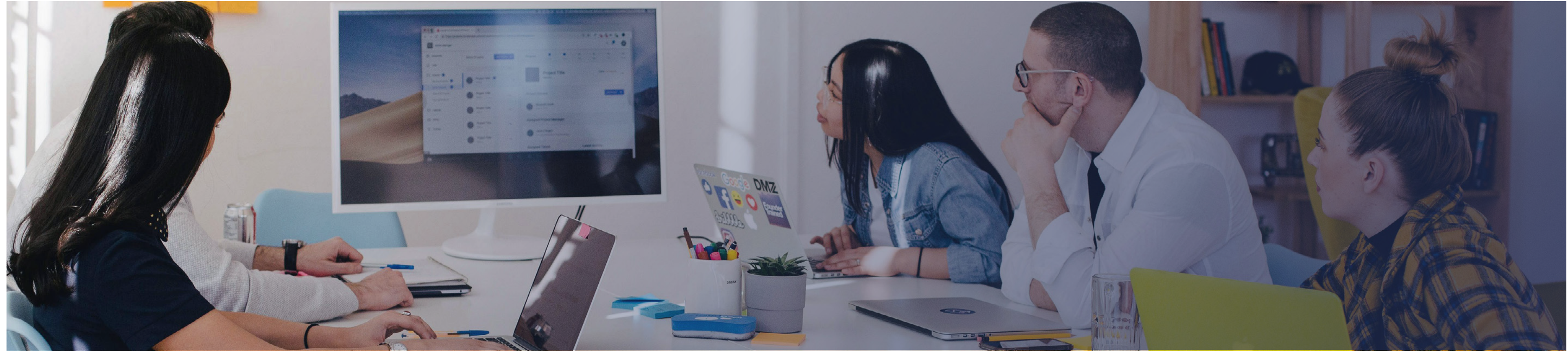
# Participation Requirements

- Watch each session live or 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 (various practical dates throughout February and March 2026.)
- 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 are limited to ten people per member company and should be nominated 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 [ClaudiaK@isba.org.uk](mailto:ClaudiaK@isba.org.uk)

### Costs

Exclusive to ISBA members, the price per person is £575 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

Thinking about radio and its potential has been really helpful. By applying these insights to media briefings, I believe we can do much more with our radio ads, improving them through better targeting and making better use of digital radio.”

# Cycle Four

## Module Sessions

### Module 1

#### Foundations of a successful media strategy

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

### Module 2

#### Brief writing for effective media planning

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

### Module 3

#### 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)

### Module 4

#### Creative process in media management

- How does a creative agency work
- Best in class creative & how to judge it

### Module 5

#### Channel deep dive

- TV, VOD & Connected TV
- Cinema
- Public relations & sponsorship
- Retail Media
- Outdoor
- Hyperlocal targeting & direct marketing
- Radio & voice search
- Brand partnerships

### Module 6

#### Understanding the digital landscape

- Paid search, online & programmatic buying
- Influencer marketing & social media
- Mobile advertising
- Effective digital creative design
- Devising and creating eCommerce & social strategies
- Understanding the importance of data in our marketing mix
- Understanding Gen AI – opportunities & best practice
- Understanding your campaigns' digital dashboard

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