

**Essentials
Qualification**

MIPA Accredited



IPA Effectiveness Essentials Certificate

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Effectiveness is so integral to the culture of successful agencies and brands that everyone, whatever department, should have a grasp of the subject. That's why we're introducing a new entry-level qualification, Effectiveness Essentials. Because if you understand the role and the need for effectiveness, you'll truly understand what advertising and marketing is about.

Format 10 hours of online learning with a multiple choice exam. This qualification is worth 1 MIPA Star.

Audience For anyone new entering the industry whether agency or brand side. Given the pivotal importance of Effectiveness, more senior industry staff, outside of strategy and planning departments, can also complete the qualification to grow their all-round knowledge.

Content Effectiveness has always been what advertising and marketing should be about, but never more so than today. This industry wrestles with short-termism, lack of investment in commercial creativity, the battle for consumer attention, and evolving consumer behaviour. These challenges won't go away by taking the course, but its 10 modules will allow you to make more informed, more insightful and more strategic decisions.

Module 1: Introduction to Effectiveness

Key definitions and terms; why it matters to brands, businesses and agencies.

Module 2: Understanding "Short Term"

The short-term benefits of effectiveness, introducing relevant metrics and contexts.

Module 3: Understanding "Long Term"

The long-term benefits of effectiveness, introducing relevant metrics and contexts.

Module 4: Understanding "Business Metrics"

The wider business impact of brands, marketing and communications; the key terms.

Module 5: Understanding "Wider Effects"

The wider effects of marketing, including internal metrics (e.g. employee satisfaction), cause-related awareness, and behavioural change.

Module 6: Effectiveness in Context

How effectiveness varies across media, channels and categories.

Module 7: Effectiveness Culture

The key drivers, components and benefits of effectiveness culture.

Module 8: Brands & Behaviour

The fundamentals of human behaviour in relation to brands, marketing and advertising.

Module 9: Measurement Strategy

Core elements of an effectiveness measurement strategy.

Module 10: Commercial Creativity

Making the business case for creativity.

Find out more at ipa.co.uk/effessentials