

The European Advertising Certificate

Includes seven modules to teach you everything you need to know about the commercial communications industry. This qualification is aimed at individuals with less than two year's experience in an advertising, marketing or communications role. The learning is entirely online and takes approximately 35 hours to complete, culminating in an offline exam taking place on 26 April 2018.

1. The Power Of Creativity

Module 1 is intended to remind us about the inspiring creative industry that we all work in, its glorious past, dynamic present and exciting future. This module helps to outline and celebrate the role of creativity in both communications and the wider business community.

4. Theories, Tools And Techniques

Module 4 focuses on the key theories, techniques and tools at the disposal of today's marketers and agencies.

7. Evaluating Effectiveness

Module 7 outlines the importance of effectiveness to our industry. It illustrates some of the ways in which the IPA has been at the vanguard of this drive - as the home of the globally renowned IPA effectiveness awards and through the development of many landmark works and theories, such as those from Les Binet and Peter Field.

2. The Communications Landscape

Module 2 highlights the evolution of the communications landscape from the analogue mainstream of the past, to the fragmented, highly digitised and rapidly evolving landscape of today. We also look at how agency models have changed with this landscape and the increasing polarisation of the industry, with big communications groups at one end and the emergence of differently focused specialists at the other.

5. Comms Review

Module 5 demonstrates media's invaluable role as source, inspiration and enhancement of creativity and the creative process. It is approached from a media neutral standpoint and includes relevant theories, inspiring examples and helpful facts to illustrate media's changing profile, as well as the role and relevance of different types of media.

3. The Client And Agency Roles

Module 3 has three parts: The first is client focused, considering things like the changing role of the marketing director and clients' work and priorities. The second part centers on agency response and interaction, while the third outlines some of the necessary paperwork and processes.

6. The Creative Development Process

In Module 6 we focus on the creative development process. Starting from a general perspective considering how to foster creativity in your everyday environment, through to a thorough step by step of the whys and wherefores of the creative communications development process: from receipt of the client brief, onto creation of the internal briefs through to the art of creative feedback.

More information on:
www.eaca-inspire.eu/certificates/eac

