



## **Exam guidelines European Advertising Certificate |**

### **IPA Global Foundation Certificate 2019**

#### **Exam**

To gain the official qualification there is a formal, closed book, 3-hour offline examination that takes place in various locations across Europe. Please note that the exam in Ireland is 2 hours.

The online material is available to you right up until the exam.

Bookings for the 2019 exam are open from 2 January 2019 until 15 March 2019. The exam will take place on Monday 15th April 2019.

There is a cost for both EACA members and non-members to access the learning and take the exam.

#### **Exam questions**

The exam is a 3 hour, closed book, offline exam (except in Ireland, where the exam is 2 hours). You are not permitted to bring any reference material into the exam room and will not see the exam paper until the exam starts. The exam is divided into two sections, A and B.

Section A contains eight questions and you will be required to answer FOUR of these.

- Each of the four questions carries 17.5 marks (17.5% of the final mark).
- There are 70 marks available for Section A (70% of the final mark).

Section B contains two questions and you will be required to answer ONE of these.

These questions are based on the case study material in Module 7.

- This question carries 30 marks (30% of the final mark),
- You must thoroughly revise at least ONE case study within Module 7.

You will answer FIVE questions overall, across Section A and Section B. You may answer these questions in any order you want, as long as this order is indicated in the space provided on your answer booklet.

This formal, offline, written exam accounts for 100% of your final mark for the qualification.

If you complete the incorrect number of questions during your exam, only what you answer will be marked. You will not have the opportunity to amend your paper once it has been collected. Your paper will not be marked with consideration that you answered the incorrect number of questions. You must answer five essay questions in total.

#### **Extra Time**

Candidates with dyslexia or dyspraxia are entitled to 25% extra time in the examination, unless a different amount of additional time is stipulated in any supporting paperwork.



The IPA and EACA believe in accommodating the needs of all its learners. If any other special requirements are needed for sitting the exam we will do our best to accommodate these. Please contact the EACA.

Any request for extra time/special requirement must be submitted by 12 March 2019, 1 month before the exam. If you are entitled to extra time please contact EACA by the deadline.

If English is your second language you are permitted to bring with you a translation dictionary, you are not however permitted any additional time. Your translation dictionary will be approved by an EACA invigilator prior to your exam. This can be done on the morning of your exam.

### **Marking Criteria**

The grade boundaries for the IPA Foundation Certificate are as follows:

- 50% Pass
- 65% Pass with Credit
- 80% Pass with Distinction
- Under 50% Fail

The marking criteria are included below.

### **Essay-style Questions**

Assessment Element	Criterion	Weight
Structure and presentation	<ul style="list-style-type: none"> <li>• Systematic development of ideas and issues.</li> <li>• Legible handwriting.</li> <li>• Attention to detail – grammar, spelling, punctuation.</li> <li>• Easy-to-read writing style.</li> <li>• Structure: introduction, main body, conclusion.</li> </ul> <p>N.B. Use of headings/sub-headings and bullet points is permissible in sections of your answer where appropriate.</p>	10%
Clarity and relevance	<ul style="list-style-type: none"> <li>• Clarity and coherence of argument.</li> <li>• Clear sense of focus and consistency.</li> <li>• Signposting of key issues.</li> </ul>	10%

	<ul style="list-style-type: none"> <li>• Ability to ‘stick to the question’.</li> </ul> <p>N.B. Quality is more important than quantity, and ‘straying’ off the question will be penalised.</p>	
Evidence of appropriate content in answer	<ul style="list-style-type: none"> <li>• Use of appropriate material from the online Learning Paths.</li> <li>• Answer content should be relevant to the question, and can be drawn from across ANY Learning Paths. Candidates are encouraged to draw as widely as possible.</li> <li>• Quality of critical analysis.</li> <li>• Insightfulness in the analysis of what has been asked, and how the answer is developed and constructed.</li> <li>• A clear demonstration of an understanding of the key issue/s or subject/s, and how this understanding is applied.</li> </ul> <p>N.B. To enhance your answers, you are encouraged to use the Best Practice Guides found in the Resources section.</p>	60%
Use of supporting material	<ul style="list-style-type: none"> <li>• Use of relevant brand examples and/or case studies to support the argument.</li> <li>• Use of relevant diagrams/tables/models, where suitable.</li> </ul> <p>N.B. Supporting material can include examples based on your personal experience or on additional case studies found in the Resources section.</p>	20%

### **Non Essay-style Questions**

Assessment Element	Criterion	Weight
Structure and presentation	<ul style="list-style-type: none"> <li>• Legible handwriting.</li> <li>• Attention to detail – grammar, spelling, punctuation.</li> <li>• Use of suitable layout – you can use headings and sub-headings, and/or bullet points and/or tables as suitable for your answer.</li> <li>• Easy-to-read writing style.</li> </ul>	10%
Evidence of appropriate content in answer	<ul style="list-style-type: none"> <li>• Use of appropriate material from the online Learning Paths.</li> <li>• Answer content should be relevant to the question, and can be drawn from across</li> </ul>	90%

	<p>ANY Learning Paths. Candidates are encouraged to draw as widely as possible.</p> <ul style="list-style-type: none"> <li>• Use of relevant brand examples and/or case studies to support the answer, if suitable.</li> <li>• Use of relevant diagrams/tables/models, if suitable.</li> </ul> <p>N.B. Supporting material can include examples based on your personal experience or on additional case studies found in the Resources section.</p>	
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### **How to answer the questions**

Your task is to communicate as much information as possible about each question in the time allocated. We are looking for you to communicate your understanding of the online learning. You need to write clearly, you will lose marks if your answers cannot be read easily.

### **Marker comments**

Some top tips from our markers;

- Keep it relevant. Read the question twice to understand exactly what is being asked, do not just cite the learning or personal examples for the sake of it.
- Keep it concise. Quality over quantity.
- Plan. Structure your answers.
- Manage your time. Keep an eye on the clock.

### **How to prepare for the exam**

In preparation for the written exam we recommend going through ALL of the online activities again, making sure that you have thought about and completed all of the quizzes.

Although it is not mandatory, any reading of magazines, journals, online blogs and books may provide useful content for any of the exam questions. You are encouraged to draw source material from wherever you feel is relevant.

Good luck with your revision. Make sure you have a look at the mock exam paper and example distinction-level answers.

### **Contact details EACA:**

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