

eaca

**EUROPEAN  
ADVERTISING  
CERTIFICATE**

IN ASSOCIATION WITH

**IPA**

# European Advertising Certificate

The European Advertising Certificate is the first remote learning programme produced by the European Association of Communication Agencies (EACA) and it aims to enhance the knowledge of young professionals with regards to commercial communications so that they can perform their roles with confidence and expertise.

Since its inception in 2011, around 1,000 people have passed the EAC exam.



EUROPEAN ASSOCIATION OF  
COMMUNICATIONS AGENCIES

# European Advertising Certificate

## Format

30-35 hours of online learning, culminating in a 3 hour offline exam.

## Audience

The qualification is aimed at individuals with less than three years of experience in an advertising, marketing or communications role: from recent graduates and young professionals in their first years to people moving into marketing from other industries or professions.

## Content

The online content has been split into seven learning paths, designed to give students an in-depth grounding in the brand communications process, from its position within marketing through to the final execution.

Each learning path consists of a number of e-lessons, key readers, assignments, walkthroughs, videos, discussions and quizzes.

The areas covered are:

### Advertising and communications in context

An introduction to the advertising world and the part agencies play within it, including advertising theories, the different types of advertising agency and self-regulation.

### Understanding the client's business

How to improve our understanding of a client's business and the world they live in as well as the key fundamentals behind marketing.

### The strategic planner's toolkit

The tools that strategic planners have developed to help them understand consumers, business situations, brands and to ultimately write effective strategies. It also explores how Behavioural Economics and Choice Architecture affect how consumers think and behave.

### Client, creative and media briefs

Explores three different briefs – the client brief, the media brief and the creative brief including how the client brief is the foundation for all that follows and what a good brief should contain.

### Understanding media channels and media planning

Enables a better understanding of the roles of the different media channels and relative costs and timings.

### Creativity and creative development

Examines how to think about and assess creative ideas, using eight tips as a framework. It also covers the need to balance ideas and the practicalities of implementing ideas, plus the roles and responsibilities of people involved in the advertising process.

### Effectiveness

Looks at the effectiveness of a campaign. Students will need to read successful Euro Effie Awards papers provided in this learning path, In the exam they will be expected to answer a question based on one of them.

### Exam

To gain the official qualification there is a formal offline examination that takes place at various locations around the world. A certificate of completion is awarded to all delegates who successfully pass the exam.