



# NZIE

DIGITAL MARKETING SCHOOL

# BECOME A DIGITAL MARKETER

**NEW ZEALAND'S FIRST AND  
ONLY NZQA-APPROVED  
DIGITAL MARKETING DIPLOMA**



**GET HANDS-ON TRAINING  
ON DEVELOPING AND IMPLEMENTING:**

- *Digital Design – using Adobe Creative Cloud*
- *ROI-based digital marketing activities*
- *Online consumer behaviour - Tracking and Interpretation*
- *Content marketing campaigns*
- *Technology solutions for e-commerce applications*
- *Mobile Marketing campaigns*
- *Social media & e-mail strategies*
- *SEO & SEM*
- *Web analytics - discover the digital insights hidden in web data*

## WHY NZIE?

Here's how we can help. At NZIE, we are a Tertiary Institute that is all about New Zealand Businesses building capability to grow. Digital Marketing is one of the fastest growing and changing industries, and our goal is develop capable Digital Marketers in your business so you can harness the advantages in Digital. Our personal approach and small class sizes ensure that every learner is set up to achieve their goal of becoming a fully-qualified Digital Marketer.

## SO WHY SHOULD YOU ENROL ON THIS PROGRAMME?

You'll come away with an actionable Digital Marketing Strategy for a business, which can be implemented throughout the programme.

The programme has been co-created with Digital Marketing Specialists, so you'll come away with a recognised industry qualification.

The programme is taught by Industry Practitioners. This means that the course content you'll learn is current and relevant to what is happening now and in the future.

You'll be able to use the Adobe Creative Suite to design, implement and execute a Digital Marketing Strategy for a range of platforms including Google, Facebook and Instagram.

You'll be able to develop your own online advertisements that will save you time and money.

New Zealand's first and only NZQA (New Zealand Qualifications Authority) Approved and Accredited Qualification in Digital Marketing.

## ENDORSED BY TOP DIGITAL MARKETING AGENCIES IN NZ INCLUDING:





## **GET FACE-TO FACE TUTORING WITH SOME OF THE SMARTEST DIGITAL MARKETERS IN THE INDUSTRY.**

*At NZIE Digital Marketing School you'll be able to use your skills straight away to help your company grow. You'll learn by developing practical projects that can be applied to your own job or business during your studies, while being closely mentored by industry expert tutors. Not only will you grow your career and your company while you study, you'll graduate with this country's only NZQA recognised diploma in Digital Marketing.*

Qualification name:

***DIPLOMA IN DIGITAL MARKETING (APPLIED) (LEVEL 7)***

## **COURSE DETAILS**

Qualification name: **DIPLOMA IN DIGITAL MARKETING (APPLIED) (LEVEL 7)**

Duration: 40 Weeks (1 Academic year)

Classes timetable: Avg. 3 days per week

Term schedule: 10 weeks per term, 4 terms total.

Term breaks: 1 week off after every 10 weeks.

## **CAMPUS**

The programme is delivered in our Takapuna Campus in Takapuna Beach, Auckland, New Zealand.

## **BENEFITS OF STUDYING AT NZIE:**

- **You'll be able to work 20 hours/week work rights during the programme.**
- **Develop relationship with NZ businesses through activities organised by Think Recruit.**
- **Be able to pathway straight into NZIE's Postgraduate Diploma in Applied Business (Level 8).**
- **Receive career assistance from NZIE's student employment service, Think Recruit.**
- **Get 1 Year Post Study Work Visa – Open\***

\*Conditions may vary case by case. Refer to INZ website

## **SO WHAT'S THE NEXT STEP?**

Contact our enrolment team and we will guide you through the process

**INFO@NZIE.AC.NZ**

**09 489 6205**