



# NZIE DDM7

**Practical • Industry-Relevant • 100% Online**

## **BECOME A QUALIFIED DIGITAL MARKETER**



## **DIPLOMA IN DIGITAL MARKETING LEVEL 7**

**UNLOCK A WORLD OF DIGITAL OPPORTUNITIES**

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# NZIE

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[nzie.ac.nz](http://nzie.ac.nz)

HELLO, WE ARE:

YOUR INDUSTRY-FOCUSED

ONLINE DIGITAL  
MARKETING  
SCHOOL



## CONNECTING YOU WITH YOUR FULL DIGITAL POTENTIAL

The Digital Marketing industry is buzzing with a realm of new and emerging opportunities. All at the touch of your finger tips. NZIE's Industry Experts are excited to be leading the next generation of innovative Digital Marketers. Our NZQA Category 1 Diploma Programme is here to connect you to a world of opportunities.

**If you take the leap, we'll give you the practical skills you need to hit the ground running.** Are you ready to aim higher, go further and make a genuine difference, not just to New Zealand - but the world?

## TEACH & LEARNING PHILOSOPHY

*'Ma te matauranga ka mohio; ma te mohio ka tutuki'*

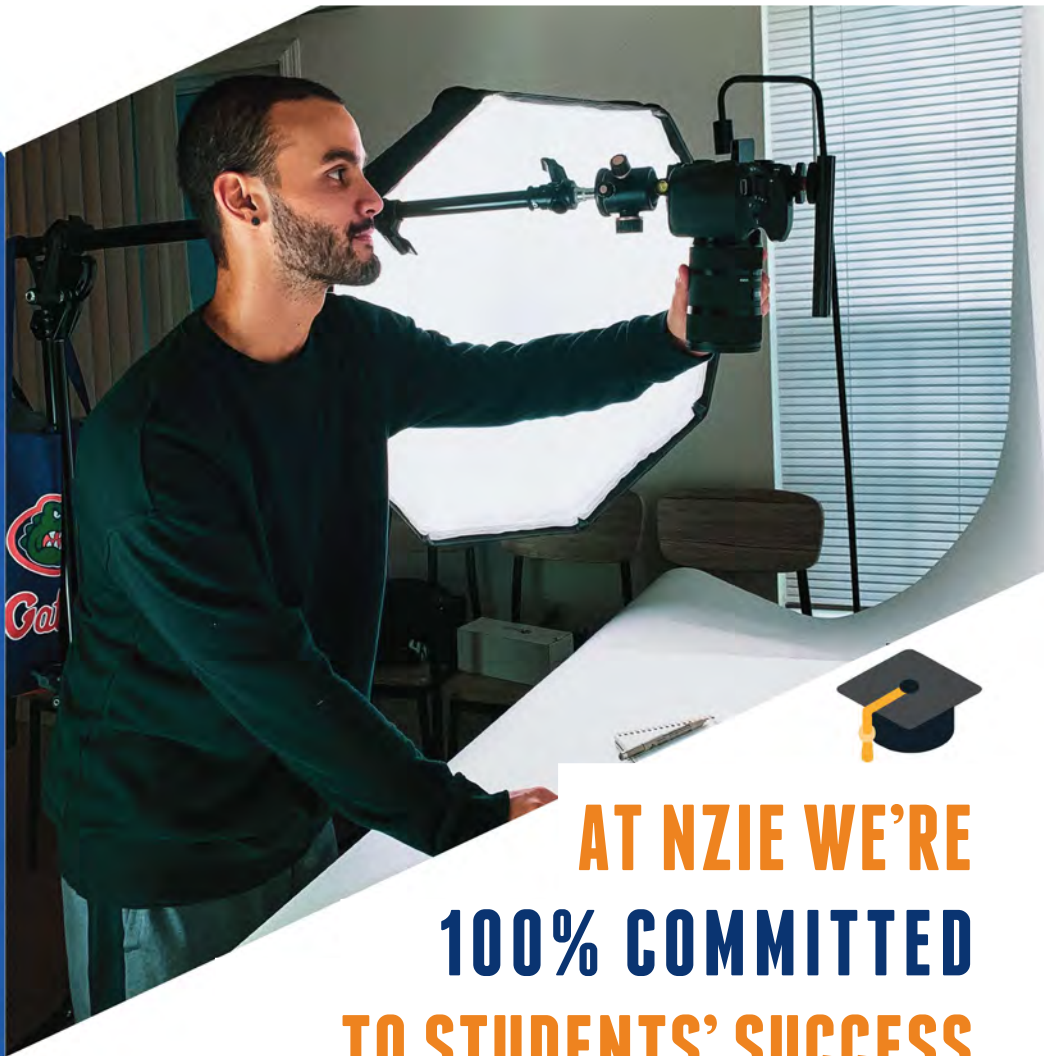
*With knowledge comes understanding; with understanding comes application.*

INDUSTRY  
CONNECTIONS



WE ARE PROUDLY  
**CONNECTING**  
DDM7 GRADS  
**TO INDUSTRY**  
**EMPLOYMENT**

Apply Now



**AT NZIE WE'RE**  
**100% COMMITTED**  
**TO STUDENTS' SUCCESS**

Supporting you every step of the way

**COMPANIES WHO  
HAVE HIRED NZIE GRADS:**

**stuff**

**harper**  
digital

**PURESEO**

**firefly**



**verum**

**grin**

**KIWI**  
education

**tvnz**

**vega**

We've established a strong employer network, who support us and share our students' success. We are very well-connected to industry experts and leading digital marketing agencies.

Our Digital Marketing Diploma programme is approved by the New Zealand Qualifications Authority & the Tertiary Education Commission.

NZIE is also a signatory of the Code of Practice for Domestic Students so we'll ensure you're well-supported during your journey with us. As well as your journey post-graduation too.

# GRADUATE SUCCESS

(\*) Data Source: Labour Market Surveys taken from our NZIE graduates of 2021-2022

**92%** of Digital Marketing Graduates are in industry roles\*

**68+** employers in our network\*

“The majority of our students had no previous Digital Marketing experience. We’re really proud of the achievements of all our NZIE Digital Marketing graduates!”

**Rob Marks - Managing Director**

**TOP 10 GLOBALLY IN-DEMAND JOB**

**DIGITAL MARKETING SPECIALIST ROLE\***

(\*) Source: [opportunity.linkedin.com/skills-for-in-demand-jobs](https://opportunity.linkedin.com/skills-for-in-demand-jobs)

**Join the Digital Marketing industry today, become qualified in 1-year!**

**Secure Seat**





**CLIENT  
SUCCESS**



## **DEDICATED CAREER SUPPORT & CLIENT SUCCESS TEAM**

**Our Client Success Team provide students with guidance to assist them in finding an awesome digital role.**

### **INTERNSHIPS**

Internships provide a great opportunity for students to test themselves and also to figure out their true passion within digital marketing. Our students gain an opportunity to explore real-world digital marketing case studies and internships (unpaid and paid) whilst studying.

Not only does this add on valuable work experience to their resume and a chance to expand their portfolio, but internships also increases graduates employability rate upon graduating and job hunting.

**WONDERING**

# **WHY NZIE?**

**WHAT'S GREAT ABOUT  
STUDYING WITH US?**

### **EMPLOYMENT SUPPORT**

During your studies, you'll have access to our Client Success team. Their goal is to help prepare you to become as employable as possible. One-on-one sessions & workshops such as job-seeking skills, CV development, cover letters, interview skills, soft skills and NZ workplace culture are available. PLUS access to industry guest speaking sessions from business owners, recruitment advisors and leading agencies.

# WHY NZIE?

CONTINUED...



## TUTORIAL-STYLE CLASSES

One of the benefits of studying at NZIE is the personalised support we can offer each student. Our tutorial-style classes allow our tutors to support each student individually, plus extra help when needed. Ensuring you'll get the best possible results when you study with us.

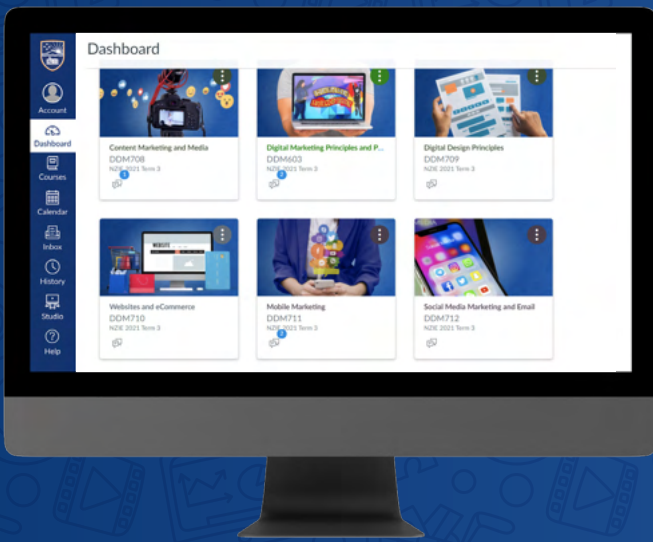
## PERSONAL CARE FOR EVERY STUDENT

We pride ourselves on creating a fun, supportive environment so you can focus on your studies. You gain a level of support that you can only get from a boutique school like ours. You won't have to worry about getting lost in a massive system or strain to hear from the back of a crowded lecture theatre. Instead, you'll learn through online tutorial-style classes where your teachers know you by name and support you all the way through.

## CO-CREATED WITH INDUSTRY

Everything we offer is co-created and shaped by employers and industry specialists. Our employer network and advisory board advise us on what curriculum we should include in our digital marketing programmes so our graduates have relevant skills that are in demand. That's why \*92% of our graduates are employed in the industry. The learnings students graduate with are relevant and constantly updated to match an evolving industry. \*Data Source: **Labour Market Surveys from NZIE graduates of 2021-2022**

We've delivered hundreds of digital marketing internships to students and graduates. We're lucky to have an employer network that supports us every step of the way.



# 100% ONLINE VIRTUAL CAMPUS

FACILITATED THROUGH DIGITAL TOOLS

## HOW DO I LEARN?

The NZIE Digital Marketing Diploma programme is a value-packed course with much content. We use a robust learning management system to ensure that the quality of our online delivery model is proficient. The online learning format includes simulated classes, Q&A tutorials, & quizzes.

### Learning Hub

Students and tutors have the functionality to communicate, message and post/share announcements. NZIE also has a dedicated Learning Hub section to support students new to online learning and our virtual campus!

#### Full-Time Timetable:

30 hours per week

12 hours of directed learning per week plus 18 hours of self-directed learning.

#### Part-Time Timetable:

15 hours per week

6 hours of directed learning per week plus 9 hours of self-directed learning.

**Curious to find out what days & times the classes are running?**

Enquire and we'll supply you with the full timetable schedule.

# SUCCESS STORY

## FEEDBACK:

“What drew me to the course was the experience that the tutors bring. It's so important to be working with and learning under industry professionals because they've got the experience and the contacts to support you once you've finished the course.

NZIE was so valuable because it [taught me] a lot of practical skills. I felt confident finishing a diploma where I could launch into the workplace and know how things get done and how to do them. My [university] degree was very theory-based...That was a huge difference between doing this diploma and that degree.

”

**Georgia Bailey-Murdoch**

Graduate of Digital Marketing Diploma  
& Social Media Account Manager



BLACKJET

# WHO IS THE DIGITAL MARKETING DIPLOMA MOST **SUITABLE** FOR?



With a significant demand for skilled digital marketers in New Zealand, it's a great industry abundant with opportunities!

## **CAREER CHANGERS**

Took a career break? Travelled for a bit? Started a family? And now, you want to make your way back into something new and flexible with an option of remote working from home.



## **BUSINESS OWNER**

You run your own business or you are supporting a friend or family in business. You'd like to learn how to create a successful Digital Marketing strategy.



## **PROMOTION + DEVELOPMENT**

You are quite passionate about professional development, want to boost your employability and job security or you're looking for progression and a promotion!



## **FRESHLY GRADUATED**

You're an eager university grad looking to add practical applied skills in Digital Marketing. Or a previous grad making a mighty come back to study more.

## **SOCIAL MEDIA OBSESSED**

You like to hang out on social media and want to get a job related to it or make a career from it! Learn about influencer marketing and social selling.

## **UP-SKILL IN DIGITAL**

You're looking to diversify your skill set in web design, social media, content marketing, data analytics, digital design, search engine optimisation (SEO) and/or Google ads.



# WHAT WILL STUDENTS LEARN DIPLOMA PROGRAMME CONTENT BREAKDOWN:

There is a total of 8 courses within the Digital Marketing Diploma. Full-time students study for 1 year and part-time students spend 2 years.

## DIGITAL MARKETING PRINCIPLES AND PRACTICE

Learn the concepts and theories that underpin digital marketing approaches and their context within conventional marketing. It lays the foundation for understanding how to drive ROI-based digital marketing activities to achieve business objectives and goals.



## CONTENT MARKETING AND MEDIA

Examine the importance of content marketing and analyse how to leverage digital content strategy to achieve company and campaign objectives. It provides students the knowledge and skills to track and interpret online consumer behaviour and develop appropriate content marketing campaigns based on ROI principles.



# COURSE **BREAKDOWN** FOR THE DIGITAL MARKETING DIPLOMA

## DIGITAL DESIGN PRINCIPLES

Gain practical learning towards the development of online media using digital design principles and application in the digital space. You will learn to use Adobe Photoshop, Illustrator, XD, Premier Pro and Canva tools: design branding, Google Display Ads, and social media videos.



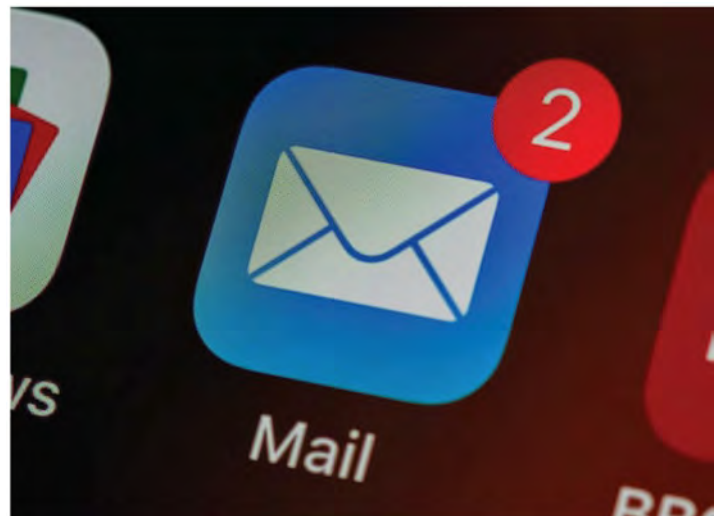
## WEBSITES AND ECOMMERCE

Gain an understanding of websites and eCommerce fundamentals. Examine security, legal and ethical issues, and technology to facilitate eCommerce functionality. You will learn practical skills in designing an eCommerce website using WordPress and learn HTML to build a simple landing page.



## EMAIL MARKETING

Learn how email marketing fits into an overall business and marketing strategy. Discover email marketing trends using audiences and data to develop relevant campaign content. Explore segmentation strategies, and understand common types of email campaigns and the laws and ethics from national and global perspectives.



# CURRICULUM **BREAKDOWN** FOR DIGITAL MARKETING DIPLOMA

## **SOCIAL MEDIA MARKETING**

This course examines the relevance of social media within the digital marketing communications landscape. It provides tactical knowledge to learn the skills you need to create, manage, and deliver social media strategies that align with business goals and achieve campaign objectives and outcomes.



## **DATA ANALYSIS AND REPORTING**

Understand practical insights into website analytics and measurement. Discover insights hidden in online data and how these can be used to improve consumers' online experience and achieve business goals. Become certified in Google Analytics at the foundation and advanced levels.

## **SEARCH ENGINE MARKETING**

This course aims to comprehensively understand the search engine business model with tools and techniques for lead generation & ROI. As part of this course, you will become certified in Google Ads at the foundation and advanced levels.



# SUCCESS STORY

## FEEDBACK:

“ I was nearing the end of my course and looking for a second internship within a marketing agency. I was already considering reaching out to Lasma personally and asking her for any opportunities. But in one of the last classes, she said ‘Hey, if you’re looking for an internship, let me know.’ And I thought ‘That’s my shot, I’m gonna take it.’

Since landing a role at Pure SEO I quickly fell in love with culture, the people. I’ve worked in many places and in terms of the atmosphere, and culture, nothing really came close to it.

**Josh Kim**

Digital Marketing Graduate &  
Digital Account Manager



# ENTRY CRITERIA

CHECK YOUR ELIGIBILITY



To gain entry into this programme, students must meet the General Entry or the Special Entry, and the English language requirements.

## GENERAL ENTRY REQUIREMENTS:

Successfully completed 120 credits in a business or a related discipline at level 5 or above, or a level 7 bachelor's degree (or higher) in any field.

## ENGLISH LANGUAGE REQUIREMENTS:

Demonstrated completion of all primary or secondary school education or completed a level 5 tertiary qualification in English from countries including New Zealand, Australia, Canada, the Republic of Ireland, South Africa, the United Kingdom and the United States.

See next page over for English Language requirements for speakers of other languages →

## SPECIAL ENTRY REQUIREMENTS:

In lieu of a formal qualification, applicants may apply if they have:

- Suitable work experience of TWO years or more, or
- Successful tertiary study at level 5 or higher in any discipline, and suitable work experience of ONE or more years

Special entry applicants will be interviewed, and the notes included in the application documents. The application is assessed, and the final entry approval is made by the Academic Board.

## UNSURE IF YOU MEET THE ENTRY CRITERIA? THAT'S OKAY!

Get in touch with recruitment to check.

[Book a chat](#)

# ENGLISH LANGUAGE REQUIREMENTS

for Speakers of Other  
Languages:



**Applicants for whom English is not their first language are required to:**

- Meet the English language requirements, or one of the following:
- An IELTS academic score of 6.0 with no band below 5.5, or
- A TOEFL Internet-based test (iBT) with a score of 60 (with a writing score of 18), or
- A Cambridge English Qualifications with a B2 First, or B2 First for schools, or C1 Advanced, or C2 Proficiency with a score of 169. No less than 162 in each skill, or
- An OET result of a minimum of Grade C or 200 in all sub-test, or
- An NZCEL Level 4 Academic, or A Pearson Test of English (Academic) PTE (Academic) score of 50 with no band score lower than 42, or
- A Language Cert result of C1 Expert IESOL (LRWS) with PASS and no less than Pass in each skill, or
- A Trinity ISE II with no less than distinction in any band.

**GET IN TOUCH WITH US TO CHECK IF  
YOU MEET ENGLISH REQUIREMENTS**

# INDUSTRY PARTNER FEEDBACK:

“ Our experience with hiring graduates that have studied at NZIE is that they tend to come to us with real world perspective, their knowledge is really grounded in practical applications of digital marketing. They know the tools, and they know, beyond just the theory of marketing, how to actually execute on the campaign for our business. And so that’s been really valuable. ”

**Juliette Moore**

Director of Fulfilment at Harper Digital



# DIPLOMA DETAILS AND APPLICATION PROCESS

Apply Now

If you're ready to join, follow the below to kick start your application process.

## 4-STEP APPLICATION PROCESS

### STEP 1: Check your eligibility

Before you enrol, you must meet the General Entry or the Special Entry, PLUS the English language requirements on the previous pages.

### STEP 2: Chat to Phil our friendly recruitment advisor

This is a good opportunity to ask any burning questions you have to see if this course is the best fit for your needs.

### STEP 3: Supply documentation and additional information

If you are asked to provide documents for proof of identity, eligibility, or prior academic records, you must submit a certified copy of the document.

### STEP 4: Accept offer of placement and pay course fees

Congrats and welcome aboard!

## 2023 DOMESTIC FEES: \$8,504

Student loans are available through StudyLink. Check your eligibility [here](#).

## FEES-FREE SCHEME

Fees-Free is a funding scheme provided by the Tertiary Education Commission (TEC), which can allow you to get one year of tertiary study or two year's training up to the value of \$12,000. Check your eligibility [here](#).

## WHAT DO I NEED TO HAVE?

- NSI Number
- A device (laptop or computer)
- Adobe Student License
- Microsoft Word, PowerPoint, Excel (or Google Docs)
- Stable Internet connection
- Comfortable work station
- Energy and enthusiasm

# SUCCESS STORY

## FEEDBACK:

“If it wasn't for NZIE's Diploma, I would not have been able to get a job at Digital Marketing Agency, Verum. Upon the hiring process, I was made to do two tests. One was to create a whole social media campaign and the second was to write a blog post with SEO best practices in mind.

I felt like I was at a really good advantage against the other applicants because I already had all this knowledge about digital marketing, and I knew how to do the work.

I nailed the job tests and got hired at Verum – I couldn't be more happier!”

**Neevashni Ram**

Digital Marketing Diploma Graduate & Digital Marketing Specialist at Verum Digital

**verum**



# INTERIM CODE OF PRACTICE FOR DOMESTIC STUDENTS

## PASTORAL CARE OF DOMESTIC TERTIARY STUDENTS

**NZIE is a signatory of the Education (Pastoral Care of Domestic Tertiary Students) Interim Code of Practice 2019.** NZIE has agreed to observe and be bound by the Code published by the New Zealand Qualifications Authority.

Copies of the Code are available on request from NZIE or from the New Zealand Legislation website at: [www.nzqa.govt.nz/providers-partners/domestic-code-of-practice/](http://www.nzqa.govt.nz/providers-partners/domestic-code-of-practice/)



NZIE is a Category 1 provider. Meaning that the New Zealand Qualification Authority (NZQA) is highly confident in the educational performance and capability in NZIE's self-assessment.

NZQA is a government department that sets the standards for courses and quality. NZIE complies with Ministry of Education data collection through a Single Data Return (SDR) sent every four months.



Tertiary Education Commission (TEC). This government department funds institutes to enrol Domestic students.

This means that New Zealanders can study at NZIE and also access the Student Loan and Allowance scheme to support them through their studies.

**FOR MORE DETAILS CONTACT  
US ON THE BELOW:**

0800 69 33 82

[info@nzie.ac.nz](mailto:info@nzie.ac.nz)

# ARE YOU READY TO ENROL?

**Get in touch with Phil, our  
Recruitment Advisor**

Chat through any burning  
questions you may have and  
see if we're a right fit for your  
future career and digital  
marketing goals.

**Book Video Call**

