



# NZIE

**7 WEEK  
ONLINE  
course**

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## **CERTIFICATE IN DIGITAL MARKETING STRATEGY (MICRO-CREDENTIAL)**

**CERTIFICATE IN  
DM STRATEGY  
(LEVEL 5)**



**Actionable • Industry-Endorsed • Short Course**

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Hello, we are:  
Your industry-focused

# ONLINE DIGITAL MARKETING SCHOOL



OUR DIGITAL  
WORLD IS  
CONSTANTLY  
EVOLVING



## Let us help you stay up-to-date and relevant in the online space

The Digital Marketing industry is buzzing with a realm of exciting possibilities.

Within that comes opportunities to adapt and innovate.

As a result, modern professionals and business owners are expected to understand how all the channels of Digital Marketing together in order to develop a clear strategy to improve their marketing game.



## Enter NZIE's NZQA-approved Micro-Credential Digital Marketing Strategy course

Our course curriculum addresses this exact skill gap. Taught and delivered by an NZIE tutor-led expert 100% online.

We are so excited to be leading the way for upskilling professionals, marketers, freelancers and business owners.

**If you take the leap, we'll give you the practical skills you need to hit the ground running.**

WE'RE CONNECTING

# INDUSTRY EXPERTISE

INDUSTRY &  
IN-DEMAND SKILLS  
WITH EDUCATION

Apply now



WE'RE **100% COMMITTED** YOUR INDIVIDUALL SUCCESS

Upskilling you with industry-relevant expertise

THINK OF NZIE'S DIGITAL MARKETING  
STRATEGY CERTIFICATION AS YOUR



!

Your ticket to a 7-week course, where you'll learn the exact steps on how to produce a Digital Marketing Strategy.

Your tutor-led expert Leonardo brings a wealth of industry experience with a track record spanning over the last 6 years.

If you'd like to learn from the expertise of Digital Marketing Strategist and Tutor Leonardo and gain practical industry knowledge and experience, then this certification is for you!

Sign up today for a value-packed 7-week Digital Marketing Strategy short course.



# DIGITAL MARKETING STRATEGY CAN RESULT IN:

**A FEW DIRECT TAKEAWAYS  
OF WHAT IS POSSIBLE**



## UNDERSTANDING THE DIFFERENT MARKETING CHANNELS



and selecting the most suitable ones to reach your target audience effectively.

## CLARITY OF YOUR BUYER PERSONAS

and how you can market to them effectively. You'll have a better understanding of how to analyse the current market and we potential growth.

## BUILDING A DIGITAL MARKETING STRATEGY

that aligns with organisational goals and objectives.

## FEELING CONFIDENT TO RESEARCH



the different channels-social media marketing, search engine optimisation (SEO), search engine marketing (SEM), email marketing, and content marketing.



# WHO IS THIS DIGITAL MARKETING STRATEGY COURSE FOR?



**Are you the right fit for our Digital Marketing Strategy course? Check out some profiles that are the perfect fit, but remember, the course is suitable for all walks of life!**

## **Professionals**

of any industry who want to learn how to use digital marketing effectively to promote their business or personal brand. This course provides a solid foundation in digital marketing, teaching beginners how to create an effective strategy.

## **Business owners**

who know they need digital marketing and wish to work with contractors but are unaware of the jargon and terminology, as well as which tools and strategies they need to succeed.

## **Managers**

who are looking to upskill individuals or teams in developing a digital marketing strategy for their brand.

## **Freelancers**

wanting a better understanding of the drivers behind successful digital marketing campaigns.

## **Ambitious**

high school leavers, university students and recent graduates looking for hands-on skills to increase employability.

**IN 7 WEEKS DEVELOP AN INSTANTLY IMPLEMENTABLE**

# **DIGITAL MARKETING STRATEGY PLAN**

**Implement your strategy with expert guidance, whilst learning with NZIE!**

## **Weekly Delivery Schedule**



### **WEEK 1: DIGITAL MARKETING STRATEGY OVERVIEW**

- Welcome to the course.
- Overview of Digital Marketing channels and trends
- How to define the business opportunity for a Digital Marketing Strategy
- How to research the different channels-Social media marketing, search engine optimisation (SEO), search engine marketing (SEM), email marketing, and content marketing.



### **WEEK 2: ANALYSING THE CURRENT MARKET SITUATION**

- How to Analyse the current situation
- Defining your customer and creating buyer personas
- How and where to search for evidence.
- Where is the potential growth.



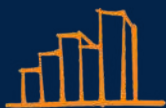
### **WEEK 3: DIGITAL MARKETING CHANNELS**

- Current marketing channels.
- Competitor and product demand.
- Your potential market.
- Buyer persona and the target audience and market.



### **WEEK 4: DIGITAL MARKETING CHANNELS CONTD.**

- Marketing channel limitations and benefits against target audience and personas.
- Call to actions.
- The strategy template



### **WEEK 5: BUILDING YOUR STRATEGY**

- Market research, defining target audience segments.
- Defining objectives and setting measurable goals (i.e. SMART goals).
- Awareness of legal, cultural, and ethical considerations.



### **WEEK 6: BUILDING YOUR STRATEGY CONTD.**

- Defining objectives and setting measurable goals (i.e. SMART goals).
- Selecting appropriate digital marketing channels with budgets and timelines to create a strategy.
- Understanding data analytics.



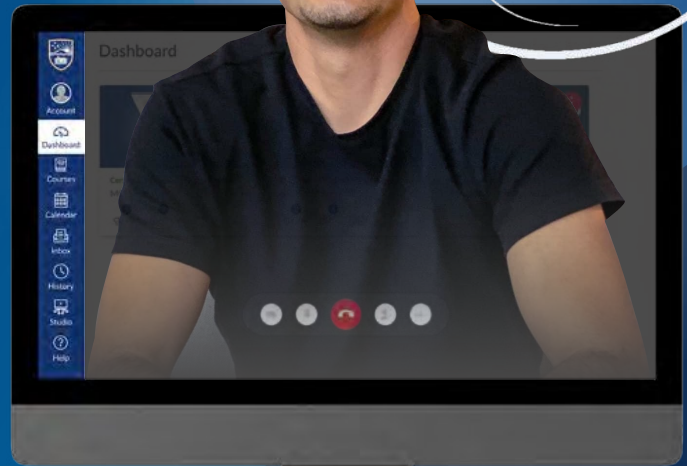
### **WEEK 7: HOW TO ANALYSE YOUR STRATEGY/COURSE CONCLUSION**

- Use tools to measure future performance of the Digital Marketing strategy.
- Presentation of the strategy.
- Putting it all together.
- Will it work? Self-reflections.

# WHO DO I LEARN FROM?

**Your Tutor-Led EXPERT**

Leonardo  
Falasca



## INDUSTRY EXPERIENCE

### PASSIONATE TUTOR

Leo has been a tutor of various subjects for over 15 years and got deeply involved with digital marketing for the past 6 years, also teaching in both the Email Marketing and Digital Marketing Principles and Practice courses in the Digital Marketing Diploma at NZIE.

Proud to have completed his Postgraduate Diploma in Applied Business at NZIE in 2019, he conducted research in Social Media Marketing training needs for SMEs and published his research in the International Journal of Advanced Science and Technology. He's super involved in content production and strategies for social media and email marketing, alongside customer journey design.



# 100% ONLINE VIRTUAL CAMPUS

ONLINE VIRTUAL CAMPUS  
FACILITATED THROUGH DIGITAL TOOLS



## HOW DOES REMOTE LEARNING WORK?

**Duration:** 7 weeks

**Delivery Mode:** 100% online

**Time Commitment:** 10 hours per week  
(4 hours directed learning with 6 hour self-directed).

### **Weekly Timetable Breakdown:**

**Wednesday nights 6:30pm - 8:30pm.** Digital Marketing Strategy Tutor.

### **Learning Expectations:**

You'll be required to attend the live classes through our online learning system, where you'll need solid internet connection to access.

We'll release the pre-class work for you to complete. This is to be completed before the next class on the following Wednesday. For the first week, you'll gain access after the first live lecture. This includes quizzes and activities that you'll need to complete to help build your winning Digital Marketing strategy over the 7 weeks.

6 hours self-directed learning can be done in your own time and will include working on your strategy (which doubles as your assessment submission to complete the course, completing readings and preparing for the live classes).

To gain entry into our Micro-Credential Programmes, students must meet the General Entry requirements and the English language requirements.

# GENERAL ENTRY REQUIREMENTS:

Be employed or seeking employment in a small to medium businesses or organisation.

## ENGLISH LANGUAGE ENTRY REQUIREMENTS

You will need to meet at least one of the three options below.

### OPTION 1.

Successfully completed 3 years secondary education in English from one of the following countries: New Zealand, Australia, Canada, the Republic of Ireland, South Africa, the United Kingdom and the United States.

### OPTION 2.

Successfully attained an IELTS score of 5.5 with no band below 5 **OR** an equivalent test.

### OPTION 3.

Successfully completed an NZQA level 3 study, or equivalent, in any subject in English from one of the following countries: New Zealand, Australia, Canada, the Republic of Ireland, South Africa, the United Kingdom and the United States.

# CODE OF PRACTICE FOR DOMESTICS STUDENTS

## PASTORAL CARE OF DOMESTIC TERTIARY STUDENTS

### Education (Pastoral Care of Tertiary and International Learners) Code of Practice 2021.

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/)



NEW ZEALAND QUALIFICATIONS AUTHORITY  
MANA TOHU MĀTAURANGA O AOTEAROA

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.

# 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**

