

YOU CREATE THE FUTURE OF DIGITAL INNOVATION.



“Creativity is just connecting things. When you ask creative people how they did something, they feel a little guilty because they didn’t really do it, they just saw something. It seemed obvious to them after a while. That’s because they were able to connect experiences they’ve had and synthesize new things.”

- Steve Jobs

YOUR CAREER PATH

Bachelor of Digital Innovation



Delivered by Yoobee College of
Creative Innovation

Duration: 3 years

NZQA: Level 7

Credits: 360

Our brand new Bachelor's Degree lives in the future, a place where tech meets business, meets marketing, meets tomorrow. A place where you get to break the rules and set new ones. A place where you can get 8-10 weeks guaranteed work experience while you study with brands like:



Graduate roles



Graduates should be confident applying for mid-level roles in Design, Marketing, Business and other innovative roles, such as:

- » Marketing Assistant
- » Marketing & Communication Specialist
- » Digital Marketer
- » Content Editor
- » Digital Content Specialist
- » Marketing and Social Media Coordinator
- » E-commerce Coordinator
- » Marketing Data Analyst
- » CRM & Marketing Coordinator
- » Digital Advertising Analyst
- » Brand Manager



Senior roles



Your career progression will be largely determined by the experience you gain. Promotion to Marketing Manager usually comes after gaining 3 to 10 years of experience. Even more senior positions like Marketing Director and Chief Marketing Officer (CMO) often need 10-15 years of experience*.

Advertising, sales and marketing managers need to be:

- creative
- persistent and motivated
- able to lead and persuade people
- enquiring and analytical
- good at networking and building relationships
- strong verbal and written communicators
- skilled at planning
- able to work well under pressure.

Employability

Many employers require a relevant tertiary qualification, such as a degree or diploma in marketing and advertising. For advertising creative roles (such as graphic design and copywriting) most employers will need a portfolio of work or proven advertising experience.

Marketing specialists **\$80,000 to \$130,000**

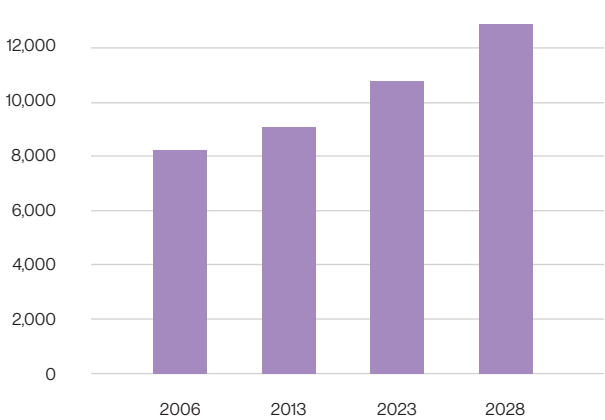
Marketing coordinators and executives **\$65,000 to \$80,000**

Average salary three years after completing of Bachelor Degree **\$62,000**

Average Digital Marketing annual salary **\$75,000**

Source: Salt Recruitment Agency, 2022; NZ Talent 2022; Ministry of Business, Innovation & Employment estimates based on Statistics NZ Census and Labour Cost Index

Employment chart



Employment in the broader category 'Sales, marketing and public relations professionals', grew 1.6% between 2006 and 2013, and out to 2028 is projected to grow at 1.9% per year.

1 We're an **NZQA** Category 1 Provider

30+ We've been in the business for more than 30 years

86% Percentage of students who go on to further study or gain employment

1,800 The number of students we successfully train each year

GUARANTEED WORK EXPERIENCE

At Yoobee we are proud to be the only New Zealand institution to offer 8-10 week virtual internships and externships with a range of international companies like Meta, Snapchat, Hewlett Packard and Beats so you can get real-world experience while you're still studying.

SOFTWARE LICENSES

A year-long subscription to Adobe (covered by Course Related Costs). Complimentary membership to the Marketing Association of New Zealand while enrolled in this programme.



Sarah B
2021 Yoobee student & Facebook extern

"It's going to be amazing to say I've had work experience with the social media giant Facebook. How cool!"

Shay N
2021 Yoobee student & Snapchat extern

"I can't wait to get feedback on my work from industry professionals at Snapchat. It'll definitely help the quality of my work moving forward!"



Yoobee is proudly certified as an official New Zealand FernMark Licensee and ambassador for the New Zealand Story.



Overview

Bachelor of Digital Innovation

Why study Digital Innovation at Yoobee?

The world is changing at an exponential pace right now. What worked a few years ago, doesn't anymore. We need to change the script, flip the conversation, use un-business business thinking to read the shifts and get ahead.

So, while others are teaching obsolete business and marketing concepts and theory, our new degree lives in the future.

A place where the lines between business, tech, design and marketing don't exist. A place where you get to break the rules and set new ones.

A place where you can get **8-10 weeks guaranteed work experience** while you study with brands like Meta, Snapchat, Hewlett Packard and Beats.



Software licenses we provide you with:

- A year-long subscription to Adobe (covered by Course Related Costs).
- Complimentary membership to the Marketing Association of New Zealand while enrolled in this programme.

What you'll learn

Creative skills and knowledge that goes beyond traditional marketing and includes hands-on creative skills, resilience and critical thinking.

Key content : **Design – Marketing – Business**

Year 1

Year 1 will teach you to think like a designer, design like a marketer, and break the rules of business, ideating, designing, launching and tracking campaigns.

Year 2

Focuses on developing your skills in key areas of Branding, Project and Stakeholder Management, SEO & CRMs, Inbound Marketing, Integrated Marketing Communications and Product Launches.

Year 3

Develop your critical thinking and get prepared to become a change maker in the industry. You'll create a business strategy and pitch your work so you're experienced in stakeholder, manager and investor approvals.

This project will give you experience in collaboratively developing a creative piece of work; learning how to work with different groups in a business, through agile development and processes, and is a great experience for when you graduate.

Year One	Year Two	Year Three
<div><ul style="list-style-type: none">• Design Foundation - 30 credits• Web and Graphic Design - 30 credits• Marketing Foundation - 30 credits• Entrepreneurship - 15 credits• Campaigns - 15 credits</div>	<div><ul style="list-style-type: none">• Branding - 15 credits• SEO & CRM - 15 credits• Inbound Marketing - 15 credits• Project & Stakeholder Management - 15 credits• Integrated Marketing Communications - 15 credits• Product Launch - 15 credits• Elective A and Elective B - 30 credits</div>	<div><ul style="list-style-type: none">• Growth Hacking - 15 credits• Purpose-Driven Leadership - 15 credits• Collaborative Studio - 30 credits• Innovation Models - 15 credits• Industry Practice Studio - 45 credits</div>

During year two, specialise in an area of most interest to your future career path, for Elective A and B choose from:

- Digital Marketing
- Advertising + Communication
- Digital Platform Analytics



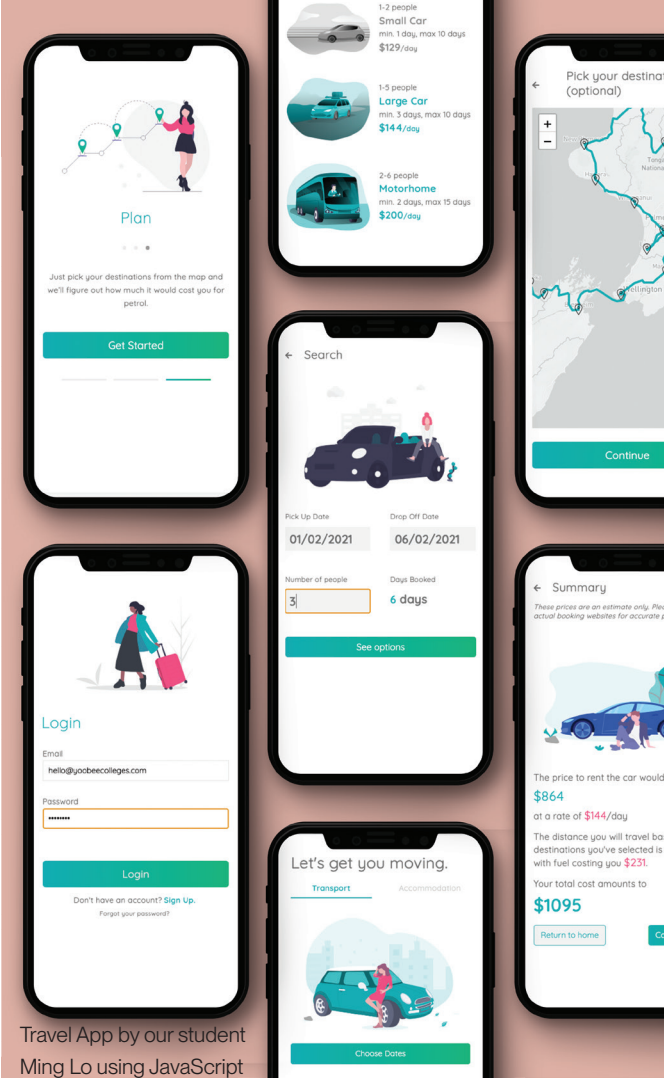
Scan to learn more about course information, start dates, tuition fees of Bachelor of Digital Innovation on Yoobee website.



Programme Information

Qualification	Bachelor of Digital Innovation
Delivery Mode	On Campus
Tuition fees	\$21,500 NZD/year
Resource fee	\$2,000 NZD/year
Administration fee	\$400 NZD
Duration	3 years
2023 Scholarship	Up to 15% of the tuition fee for 1st year, and Up to 20% discounts for 2nd and 3rd year
2023 Intakes	27 February 24 July
Campus	City Road, Auckland Bunny St, Wellington Colombo St, Christchurch

Note: campus availability might be subject to change in each intake.



Travel App by our student
Ming Lo using JavaScript

Learn to become multi-skilled marketers by planning and implementing a marketing strategy, launch a campaign, and design collateral, images and videos that a campaign needs.

Entry requirements

International students must be at least 18 years old.

Academic	<ul style="list-style-type: none">Completed high school with NCEA University Entrance or equivalent CIE/IB grades orAn appropriate qualification from an overseas secondary school or tertiary institution, deemed by the college to be sufficient for admission into a Bachelor programme.
English	IELTS 6.0 (Academic) with no band lower than 5.5 or equivalences approved by NZQA