



# DIGITAL MARKETING

TAUHOKOHOKO MAMATI

M I C R O - C R E D E N T I A L

L E V E L 5



**Kia Ora,**

Welcome to the **Digital Marketing Micro-credential** at Yoobee.

*Nau mai ki te akoranga Tauhokohoko  
Mamati i Yoobee.*

Now that you're here, you are taking the first step to becoming a kick-ass Digital Marketer. Congratulations!

Prepare to learn the practical skills that will help you execute the most effective marketing plan.



### **100% REMOTE LEARNING**

Delivered live online by an experienced industry expert.



### **100% PRACTICAL SKILLS**

After this course, you will be ready to combine your existing skills with digital marketing expertise!

**NZQA APPROVED**

**FEES FREE ELIGIBLE**



# THIS MICRO-CREDENTIAL WILL ADD VALUE AND EXPERTISE TO YOUR CV



THE INDUSTRY NEEDS *YOU*

## DIGITAL SKILLS ARE IN HIGH DEMAND

The digital economy is growing exponentially, with two years of digital transformation occurring in just two months due to the global pandemic (NZ lot Alliance, 2020). This has an impact on everyone, as digital marketing strategies are now fundamental in all businesses. It is predicted that **149 million new digital technology jobs** will be created globally by **2025** (Scoop Media, 2021) — so now more than ever, NZ *needs* skilled professionals in the workforce.

**“Without a digital skilled labour force, NZ will be unable to harness digital technology opportunities and the broader digitalisation of the economy.”**

- NZ Tech CEO, Graeme Muller

There is no other Digital Marketing programme that will match the learning experience you receive at YooBee.

# MAKE AN IMPACT

## HOW CAN I BE A BETTER DIGITAL MARKETER?

If you want to take it a step further and *put your skills into practice*, we have a range of options that are perfectly suited for you. Receive direct mentorship from our industry experts and continue your digital marketing journey with us.

This course goes hand-in-hand with both our **UX Design Micro-credential** and **Certificate in E-Commerce (Micro-credential)**. Study two at the same time and gain a double qualification. Put your skills into practise and hit the ground running with our **Design Labs**.



**THE JOURNEY:**  
YOU ARE HERE >

CERTIFICATE IN E-COMMERCE  
(MICRO-CREDENTIAL)

+

DIGITAL MARKETING MICRO-CREDENTIAL

DIGITAL MARKETING DESIGN LAB

+

UX DESIGN MICRO-CREDENTIAL

UX DESIGN LAB

# GENERAL INFORMATION



REMOTE LEARNING

7

CREDITS

7

WEEKS

2

EVENINGS PER WEEK

## LIVE ONLINE CLASSES

Live online classes are a friendly and supportive alternative to watching video tutorials — you're able to ask questions and receive answers from an experienced industry professional.

For online learning, you will need a computer that has access to reliable internet, a web cam, and a microphone.

## FEES

### Domestic Students:

Pay only \$309.00 (incl. GST) due to funding from the NZ Government.

### International Students:

\$1,575.00 tuition fee + \$447.50 registration fee (incl. GST)

# WHAT YOU'LL LEARN

6 HOURS	TIMETABLED WITH TUTOR
4 HOURS	SELF-DIRECTED LEARNING
10 HOURS	TOTAL LEARNING PER WEEK

During this course, you will learn the principles of digital marketing and develop practical skills using online platforms and tools.

## After completion, you will be able to:

- Define your market and identify consumption trends
- Develop your unique selling proposition
- Create a plan to effectively communicate your brand message online.

## MODULE 1 /KŌWAE KOTAHI: BRAND & AUDIENCE

Learning Hours: 20

Introduction to the principles of digital marketing and objectives. Develop a digital marketing plan.

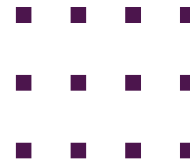
## MODULE 2 /KŌWAE TUARUA: PLATFORMS & COMMUNICATION

Learning Hours: 50

Introduction to the tools and techniques for email and social media marketing. Research into online advertising platforms. Create your own campaign.



## MEET OUR INDUSTRY EXPERTS, **DANIEL & BRUNA**



### **DANIEL GUERRA**

Daniel holds a Bachelor's Degree in Social Communications and started working in the industry in 2011. Daniel brings to the table a lot of knowledge in several fields of the creative sector with a focus on Film Production and Distribution. With more than 10 years of industry experience in Marketing, Daniel has worked with promotions, distribution and acquisitions of audiovisual products for American, European and African markets.



### **BRUNA KELLER DOS SANTOS**

Bruna has a degree in Business Management and a post-graduate degree in Marketing and Project Management. She is an experienced digital strategist and has been working with different industries across Europe, Brazil, New Zealand and Australia since 2013. She has been training businesses on digital marketing best practices, SEO and CMS platforms since 2015.





# STUDENT TESTIMONIAL

**THOMAS KING**

*ON THE DIGITAL MARKETING MICRO-CREDENTIAL*

“

I have achieved incredible success since taking this course. Our tutor Bruna was so caring and dedicated to ensuring that we got exactly what we wanted from the course. I am now applying a variety of digital strategies to promoting my business and the results have been highly gratifying. I highly valued my time taking this course and would recommend it to all business folk seeking to see their business grow and flourish in an increasingly digital business world.

”

**88%**

of students that have completed this course are using the skills they have learnt in their current roles\*

**99%**

of students that have completed this course find what they learnt relevant in their current role\*



### **Do I need any prior marketing experience?**

You do not need any experience in marketing, however you are required to have basic computer skills and an interest in digital marketing.

### **How many NZQA credits will I gain?**

You will gain 7 level 5 NZQA credits, finishing with a level 5 qualification in Digital Marketing. Yoobee is a Category 1 provider, which means you will be receiving the highest tertiary education available.

### **Who can enrol?**

Anyone can enrol! We would love to have you on board with us. However, you must be at least 16 years of age. For further information & entry requirements, visit [www.yoobee.ac.nz](http://www.yoobee.ac.nz).

### **What platform is the online teaching run on?**

All of our online teaching is run through Microsoft Teams, so you will need access to this which is free for guests (as well as reliable internet).

## **FREQUENTLY ASKED QUESTIONS . . .**

### **Is there homework?**

There is 10 hours of learning per week. 6 of these are contact learning with your tutor, and you are expected to put in an average of 4 hours of self-directed learning per week.

### **How can I become a better Digital Marketer?**

We recommend studying the *UX Design Micro-credential* as well as this course. These courses run on alternate days, so you are able to study both at the same time and gain a double qualification. Our *Certificate in E-Commerce* also goes hand-in-hand if you'd like to upskill even further. Hit the ground running with our *Design Labs (UX Design and Digital Marketing)*, which give you the opportunity to apply the skills you've learnt in this course and be relevant in the industry.

# FAQ'S