NZIE

7 WEEK ONLINE course

Certificate in AI marketing practice

(micro-credential)

WE ARE 100% COMMITTED TO YOUR INDIVIDUAL SUCCESS

Actionable • Industry-Endorsed • Short Course

CONTENTS

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 to utilise AI within the workspace to improve efficiency, automate workflow and assist in the implementation of marketing strategies.

Enter NZIE's NZQA-approved Micro-Credential AI in Marketing course

Our course curriculum addresses this exact skill gap. Taught and delivered by NZIE tutor-led experts 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 are 100% COMMITTED TO YOUR INDIVIDUAL SUCCESS
Upskilling you with industry-relevant expertise

A study by Accenture found that AI technologies can automate up to 80% of repetitive tasks, resulting in time savings of approximately 20% for professionals across a variety of industries. When implemented successfully, AI tools can save you an average of 5-10 hours per week on routine marketing tasks, giving you the freedom to focus on strategy and creative innovation.

THINK OF NZIE'S
AI CERTIFICATION
AS YOUR TICKET!

IN JUST 7 WEEKS YOU WILL LEARN

how to reclaim your time and harness the power of AI through this practical, in-depth course. Familiarise yourself with industry-leading AI tools like ChatGPT, Claude AI, Microsoft Copilot, Google Gemini (and similar), while developing critical skills in prompt engineering, content creation, and data-driven decision-making. If you'd like to learn from the expertise of AI experts and tutors, Lasma and Tyler, and gain practical industry knowledge and experience, then this certification is for you!

EFFECTIVE AI UTILISATION IS A HIGHLY VALUABLE BUSINESS GROWTH TOOL

Upskilling in AI will help you understand the core theory behind its technology, alongside practical experience with current industry tools, enabling you to effectively integrate AI technology into your business and marketing strategies.

ACHIEVE ONLINE SUCCESS

AI helps businesses achieve online success by enabling personalised customer experiences, providing automated support, and optimising marketing strategies. Through advanced analytics and machine learning, companies can make smarter decisions, improve engagement, and increase operational efficiency in a highly competitive industry.

AI IS CONSTANTLY EVOLVING

AI is transforming marketing strategies with increasingly sophisticated tools and capabilities. Professionals must continually adapt in leveraging AI's potential to create more targeted, efficient, and innovative business solutions. Upskill to become an adaptable marketing expert who can harness AI technology to drive meaningful growth and have a competitive advantage over others.

Secure seat

AI IN MARKETING CAN RESULT IN:
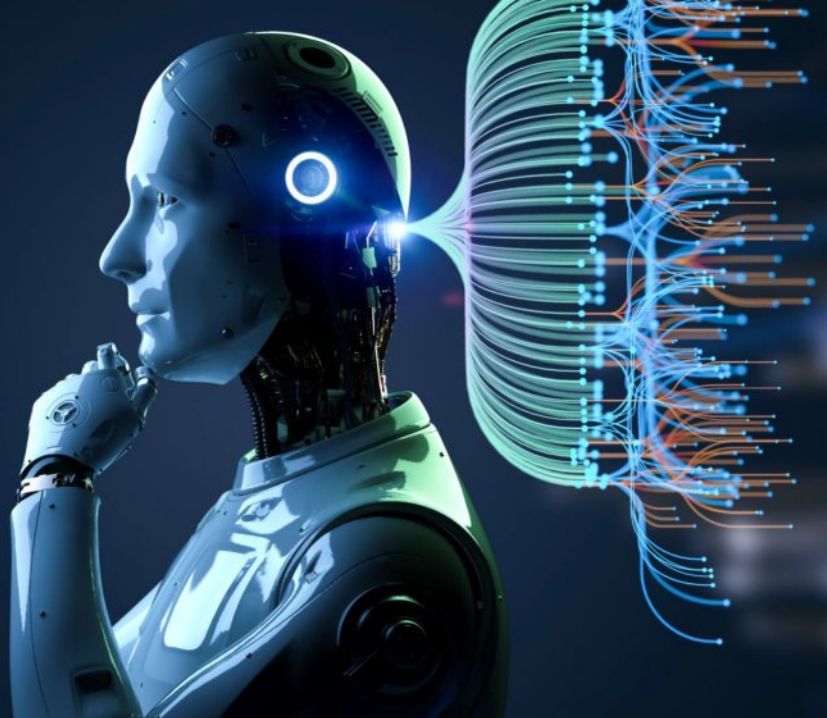
SAVING SIGNIFICANT TIME ON ROUTINE TASKS

AI tools can dramatically reduce the hours spent on repetitive marketing work, allowing a greater focus on strategic and creative opportunities. Automation technologies can eliminate up to 80% of routine tasks, allowing you to redirect your energy towards high-value creative and strategic work.

INCREASED MARKETING EFFECTIVENESS

AI-powered tools provide data-driven insights that enhance marketing precision. By leveraging intelligent technologies, businesses can create more targeted, personalised experiences that significantly improve customer engagement and conversion rates.

IMPROVED COMPETITIVE ADVANTAGE

A robust AI strategy enables businesses to stay ahead of market trends, quickly adapt to changing consumer behaviors, and make more informed strategic decisions. This approach ensures your marketing remains agile and responsive in a dynamic business environment.

ENHANCED CONTENT CREATION

AI tools can help generate high-quality content across multiple formats, from text to graphics to audio and beyond, while maintaining brand authenticity and creative integrity. This allows for more efficient and innovative content production.

MORE STRATEGIC DECISION-MAKING

By automating data analysis and providing predictive insights, AI empowers marketers to make more informed, strategic choices that drive business growth and performance.

WHO SHOULD STUDY

AI IN MARKETING:

ARE YOU THE RIGHT FIT FOR OUR AI IN MARKETING COURSE? CHECK OUT THESE PROFILES THAT ALIGN PERFECTLY—BUT REMEMBER, THE COURSE SUITS LEARNERS FROM ALL WALKS OF LIFE!

DIGITAL MARKETERS & MARKETING PROFESSIONALS

You're looking to enhance your strategies by incorporating AI tools for content creation, customer analysis, campaign optimisation and automation. Gain the skills to create efficient, data-driven campaigns and stay ahead in the evolving digital landscape.

BUSINESS OWNERS

You're looking to harness AI to drive business growth, improve customer engagement, and maximise ROI through streamlined, automated processes as part of a solid marketing strategy.

ENTREPRENEURS

You want to compete effectively in your market by leveraging AI technologies to make your marketing efforts more impactful and innovative.

FREELANCERS

You aim to stand out with practical, in-depth knowledge of AI marketing tools and techniques, increasing your value to clients and widening your career opportunities.

TEAM LEADERS/MANAGERS

You're eager to enhance your team's productivity and results by integrating cutting-edge marketing technologies and encouraging creativity with AI tools.

STUDENTS/NEW GRADUATES

You're entering the marketing field or studying digital marketing and want practical, hands-on experience with AI tools to give yourself a competitive edge in the job market.

YOUR KEY TAKEAWAYS FOR THIS COURSE:

1. You'll be able to utilise AI tools to support and improve the creation of digital marketing assets that align with a selected organisation's marketing strategy. You'll learn the importance of using specific and contextual prompts to get relevant and actionable outputs for written, visual, or audio content assets.

2. You'll become familiar with tools like ChatGPT, Claude AI, and Scalenut (and others) to create assets like blog posts, PPC ad copy, and visual images/videos that align with your chosen organisation's marketing strategy.

3. Leverage AI tools to develop and analyse marketing performance reports that inform an organisation's marketing strategy. Use AI tools like Perplexity, GetLiner, and Google Gemini to extract and summarise insights from datasets, like audience behaviour trends and campaign performance metrics.

4. You'll be able to prompt AI tools effectively to get accurate, relevant outputs, ensuring your findings fit real-world scenarios. You'll also refine your analysis by adapting reports to meet organisational/marketing goals.

By the end of the course, you'll gain a clear understanding of AI technology and hands-on experience with current industry tools like ChatGPT, Midjourney, and Canva AI. You'll learn how to effectively use these tools in your marketing work, plus earn an NZQA Level 5 accredited Certificate in AI Marketing Practice.

You'll use AI to:

- Create compelling text, video, and graphics while developing skills in writing effective prompts and critically assessing AI-generated work.
- Integrate tools smoothly into your marketing workflow to support content creation, research, and design while keeping your brand's unique voice.
- Automate data analysis and performance measurements that allow you to make more well-informed campaign decisions.
- Predict customer behaviour to spot trends and keep your marketing strategy ahead of the competition.
- Improve reporting and automate repetitive tasks, providing deeper insights into campaign results.
- Understand the ethical side of AI in marketing, learning how to use tools responsibly and in line with current regulations and best practices.

WHO WILL I LEARN FROM?

Your Tutor-Led Experts, Lasma & Tyler

INDUSTRY EXPERTS

WHO ARE LASMA AND TYLER?

Lasma is a Digital Marketing Specialist with over 10 years of experience in leading successful digital campaigns for organisations across New Zealand.
Tyler is NZIE's Visual Design guru, with extensive industry experience working with agencies to in-house teams, to corporate settings - working with both local and international brands.

PASSIONATE TUTORS

Lasma and Tyler lead our AI in Marketing course, designed for marketers eager to harness the power of AI in the digital space. They specialise in applying AI tools to create marketing assets aligned with organisational strategies and leveraging AI for performance reporting. They'll equip you with actionable skills to improve ROI, drive informed strategies, and transform digital marketing practices.

Apply now

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 including a 2-hour live class each week, with 6 hours self-directed).

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 live class the following week. 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 you confidently apply generative AI to various aspects of marketing over the 7 weeks. 6 hours self-directed learning can be done in your own time and will include working on your chosen asset (which doubles as your assessment submission to complete the course, completing readings and preparing for the live classes).

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.

UNSURE IF YOU MEET THE ENTRY CRITERIA? THAT'S OKAY!
Get in touch with recruitment to check.

BOOK A CHAT

CODE OF PRACTICE FOR DOMESTIC 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: https://www2.nzqa.govt.nz/tertiary/the-code/

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