



# NZIE

**7 WEEK  
ONLINE**  
course


## **CERTIFICATE IN MARKETING ANALYTICS AND REPORTING (MICRO-CREDENTIAL)**



**WE ARE 100%  
COMMITTED  
TO YOUR  
INDIVIDUAL  
SUCCESS**

**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.

Success in digital marketing comes from knowing how to track performance, interpret analytics, and make data-backed decisions. Marketers and business owners must understand how to measure campaign effectiveness, optimise strategies, and improve return on investment through marketing analytics.



## Enter NZIE's NZQA-approved Micro-Credential Marketing Analytics and Reporting course

Our course curriculum addresses this exact skill gap. Taught and delivered by NZIE tutor expert Prabin 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

Marketing analytics enables you to measure performance, uncover audience insights, and refine marketing strategies. When applied effectively, analytics provide a competitive edge, allowing businesses to optimise budgets, improve engagement, and maximise conversions. This course equips you with the knowledge to interpret data, report key findings, and improve campaign success.

# THINK OF NZIE'S MARKETING ANALYTICS AND REPORTING CERTIFICATION AS YOUR TICKET!

## IN JUST 7 WEEKS YOU WILL LEARN

Learn the fundamentals of Google Analytics and gain the skills to track, analyse, and interpret website data effectively. You'll explore key concepts like user behaviour, traffic sources, conversion tracking, and campaign performance. Through hands-on practice, you'll become comfortable with GA4's event-based tracking, audience segmentation, and real-time reporting.

## DATA-DRIVEN DECISIONS LEAD TO SMARTER MARKETING STRATEGIES

Developing strong analytical skills allows you to measure the effectiveness of your marketing efforts, optimise strategies, and make impactful business decisions based on real insights.

## ACHIEVE MARKETING SUCCESS

By leveraging GA4's tracking and reporting features, you can identify better-performing channels, optimise user experiences, and make data-driven decisions to improve ROI and drive business growth.

## MARKETING ANALYTICS IS CONSTANTLY EVOLVING

Advances in machine learning, artificial intelligence, and real-time data processing have enabled marketers to gain deeper insights into customer journeys, predict trends more accurately, and track campaigns at scale.





# MARKETING ANALYTICS AND REPORTING IN MARKETING CAN RESULT IN:

## DATA-DRIVEN DECISION MAKING

Marketing analytics provide clear insights into what works and what doesn't, allowing marketers to make informed choices that drive real business results.

## IMPROVED CAMPAIGN PERFORMANCE

Analysing key performance metrics helps refine marketing strategies, increase engagement, and optimise ad spend for better results.

## MEASURABLE ROI

Understanding data enables businesses to track conversions, assess marketing spend, and finetune strategies to maximise return on investment.

## STRATEGIC INSIGHT

Marketing analytics empower professionals with the ability to predict trends, identify growth opportunities, and stay competitive in an environment that is constantly updating and changing.

## ADAPTABILITY IN A DATA-DRIVEN WORLD

With consumer behaviour constantly changing, marketing analytics skills ensure you stay relevant, adaptable, and effective in optimising campaigns for ongoing success.

# WHO SHOULD STUDY MARKETING ANALYTICS AND REPORTING:

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

## DIGITAL MARKETERS & MARKETING PROFESSIONALS

You want to take your marketing skills to the next level by learning how to track performance, interpret key metrics, and optimise strategies based on real data. Whether you're managing social media campaigns, paid ads, or content strategies, these insights will help you improve results and demonstrate ROI.

## SMALL BUSINESS OWNERS

You need to ensure your marketing budget is being spent wisely. Understand what's working (and what's not), allowing you to refine your approach, reach the right audience, and get better returns on your investment.

## FREELANCERS

You're looking to expand your service offerings and provide more value to clients. Deliver data-backed insights, optimise campaigns, and position yourself as a highly skilled marketing professional.

## TEAM LEADERS/MARKETING MANAGERS

You need a clearer understanding of marketing analytics to ensure that your team's strategies align with business objectives. Learn how to measure, report, and act on marketing data so you can make informed decisions that drive growth and long-term success.

# YOUR KEY TAKEAWAYS FOR THIS COURSE:

## 1. Track, Measure & Optimise Campaigns

Understand the key metrics that indicate marketing success. You'll learn how to monitor campaign performance, spot trends, and adjust strategies for maximum effectiveness.

## 2. Turn Data into Actionable Strategies

Translate raw data into meaningful insights, helping you make smarter marketing decisions and refine your approach.

## 3. Create Clear, Insightful Reports

Present complex information in easy-to-understand reports that communicate performance trends, audience behaviour, and business opportunities to stakeholders.

## 4. Gain Hands-On Experience with Industry Tools

Work with industry-standard analytics platforms to track marketing performance, visualise data, and extract valuable insights.

## 5. Understand Key Performance Indicators (KPIs)

Gain a fundamental understanding of how to set, monitor, and optimise KPIs for different marketing channels, ensuring you can measure and improve performance effectively.

## 6. Earn an NZQA-Accredited Certificate

Upon completing the course, you'll receive a **Certificate in Marketing Analytics & Reporting (NZQA Level 5)**, giving you an industry-recognised qualification that enhances your credibility and career prospects.

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

# WHO WILL I LEARN FROM?

**Your Tutor-Led Expert**  
**Prabin Yonzon**



## INDUSTRY EXPERT

### WHO IS PRABIN?

Prabin Yonzon is a seasoned SEO consultant based in Auckland, New Zealand, with over a decade of experience. He is the founder of T-Shaped Marketing, a company dedicated to assisting small and medium-sized enterprises to enhance their online presence through tailored SEO strategies.

Before establishing T-Shaped Marketing, Prabin held the position of Head of Organic Search and CRO at a leading digital marketing agency in New Zealand. During his tenure, he managed SEO, CRO, and analytics teams, working with a diverse range of clients across various industries.





# 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 analytics and reporting 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).

Entry Criteria  
Check your eligibility

# 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 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: [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**

