



**7 WEEK
ONLINE**
course

CERTIFICATE IN PAID SEARCH ADVERTISING

(MICRO-CREDENTIAL)


ADS
Google

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



Practical • Industry-Endorsed • Short Course

CONTENTS

- 01 **HELLO**
 - 02 **WHY CHOOSE PAID SEARCH ADVERTISING?**
 - 04 **WHO IS THIS COURSE FOR?**
 - 05 **KEY TAKEAWAYS**
 - 06 **EXPERT TUTORS & ONLINE DELIVERY**
 - 08 **ENTRY CRITERIA**
 - 09 **NZQA & CODE OF PRACTICE**
 - 10 **ENROL WITH PHIL**
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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 strategic planning and ongoing optimisation. Modern marketers and business owners should know how to leverage paid search advertising to increase visibility, attract the right audience, and maximise return on investment through effective campaign management.



Enter NZIE's NZQA-approved Micro-Credential Paid Search Advertising course

Our course curriculum addresses this exact skill gap. Taught and delivered by NZIE's expert tutors 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

Paid search advertising puts your brand in front of the right audience at the right time, driving high-intent traffic and boosting conversions. When managed effectively, it allows you to maximise your ad spend, target specific customer needs, and achieve measurable results. By understanding strategic keyword selection, bidding strategies, and ad optimisation, you can turn search intent into business growth.

THINK OF NZIE'S PAID AD CERTIFICATION AS YOUR TICKET!

IN JUST 7 WEEKS YOU WILL LEARN

The core concepts behind paid search advertising—from account setup to optimisation. Understand how to develop relevant strategies, ad creation, keyword selection, bidding, and budgeting to drive traffic and boost conversions. If you'd like to learn from the expertise of Paid Search expert, Nicola, and gain practical industry knowledge and experience, then this certification is for you!

STRATEGIC PAID SEARCH IS A POWERFUL DRIVER OF BUSINESS GROWTH

Upskilling in Paid Search equips you with a strong theoretical foundation and hands-on experience with industry-leading tools, empowering you to seamlessly integrate Paid Search strategies into your business and marketing efforts.

ACHIEVE ONLINE SUCCESS

Enable targeted customer acquisition, provide measurable performance metrics, and optimise marketing budgets. Through strategic campaign management and data-driven testing, you can learn how to make smarter decisions for your business, improve conversion rates, and increase return on investment.

PAID SEARCH ADVERTISING IS CONSTANTLY EVOLVING

Paid Search Advertising is transforming marketing strategies with increasingly sophisticated platforms and targeting capabilities. Professionals must continually adapt in leveraging paid media's potential to create more precise, cost-effective, and performance-driven business solutions. Upskill to become an adaptable marketing expert who can harness advertising technology to drive measurable results and have a competitive advantage over others.

PAID SEARCH ADVERTISING CAN RESULT IN:



PRECISION TARGETING CAPABILITIES

Paid search platforms enable marketers to reach customers at the exact moment of search intent, allowing targeted precision. Advanced keyword matching and audience segmentation technologies can deliver your message to the most qualified prospects, dramatically increasing efficiency and reducing wasted ad spend.

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.

FASTER RESULTS

Unlike organic strategies that can take months to provide valuable results, paid search campaigns can generate instant visibility and traffic. By leveraging strategic bidding and optimisation, businesses can secure prominent positions for competitive search terms within hours of campaign launch.

COMPREHENSIVE PERFORMANCE TRACKING

Paid search provides valuable insights into campaign performance with detailed metrics on impressions, clicks, conversions, and return on ad spend. This data enables marketers to identify exactly which tactics drive business results and optimise accordingly.

ADJUSTABLE BUDGET MANAGEMENT

Paid search platforms cater to various budgets, which allows businesses of any size to compete effectively. With customisable daily spend, bid adjustments, and campaign scheduling options, marketers can scale their investment precisely in proportion to performance.

WHO SHOULD STUDY PAID SEARCH ADVERTISING:



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're looking to learn paid advertising skills and add to your skillset. This course provides essential techniques to start your paid advertising journey.

SMALL BUSINESS OWNERS

You're wanting to promote your business online by creating effective ad campaigns, strategically managing budgets and driving meaningful traffic.

FREELANCERS

Your aim is to learn the foundational skills of paid advertising and offer it as a service to clients.

BUSINESS OWNERS OR MARKETING PROFESSIONALS

You are a copy writer, blogger or content marketer who wants to combine social media marketing into your role to complement current skill set.

YOUR KEY TAKEAWAYS FOR THIS COURSE:

1. You'll have the strategic and technical skills to manage Google Ads, from designing new ad creatives to adjusting bidding strategies and budgets based on business decisions to drive real results.
2. You'll develop the skills to analyse and strategically plan paid ad campaigns, evaluating your chosen company's existing strategy or creating tailored recommendations for businesses not yet using paid ads.
3. You'll learn how to establish clear advertising objectives that align with your business goals, define key performance indicators (KPIs), and plan successful campaigns.
4. You'll gain hands-on experience in creating and designing two mock-up ad creatives in various formats e.g. video, image, or text, to improve campaign effectiveness.
5. You'll learn to optimise bidding strategies, adjust budgets, and apply these optimisation techniques to maximise campaign performance and achieve marketing goals.
6. You'll gain an NZQA-accredited Certificate in Paid Search Advertising (Micro-credential) upon completion of the course.

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

WHO WILL I LEARN FROM?

**Your Tutor-Led Expert,
Nicola**



INDUSTRY EXPERT

WHO IS NICOLA?

Nicola has over 20 years of global digital marketing experience, having worked across the UK, Australia, Hong Kong, and New Zealand. Specialising in paid media strategy, programmatic advertising, and analytics, she's passionate about mentoring and educating the next generation of marketers, guiding them through the evolving digital advertising landscape with practical, results-driven approaches.



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 2-hours live classes 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 Paid Search techniques 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/



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

