

Professional Certification Workshops

Note: required courses are listed in bold. Elective options are listed below.

Core Skills	Digital Marketer	Strategic Marketer
Social Media for Marketers	Digital Strategy	Breakthrough Marketing Plans
Introduction to Marketing Plans	Advanced Social Media Marketing	Building Blocks of Brand Strategy
Essentials of Digital Marketing	Google Analytics 4	Critical Thinking for Marketers
The Secret Sauce of Great Copywriting	AI Meets Marketing	Stakeholder Management
AI Meets Marketing	Advanced AI	Advanced AI
Behavioural Science for Customer Journeys (1/2 day)	AI Hyperpersonalisation	AI Hyperpersonalisation
Campaign and Project Management	Behavioural Science for Customer Journeys (1/2 day)	AI Meets Marketing
Critical Thinking for Marketers	Breakthrough Marketing Plans	Behavioural Science for Customer Journeys (1/2 day)
Disruptive B2B Marketing	Building Blocks of Brand Strategy	Campaign and Project Management
Essentials of Briefing for Marketers	Campaign and Project Management	Digital Strategy
Google Ads Masterclass	Critical Thinking for Marketers	Disruptive B2B Marketing
Mapping the Customer Journey (1/2 day)	Disruptive B2B Marketing	Essentials of Digital Briefing
Marketing Compliance (1/2 day)	Essentials of Briefing for Marketers	Google Ads Masterclass
Mastering Content Creation Using AI Storytelling	Google Ads Masterclass	Google Analytics 4
Mastering Thought Leadership	Influential Writing for Comms and Business	Influential Writing for Comms and Business
Resilience in Marketing	Leadership in Marketing	Leadership in Marketing
Te ao Māori for Marketers	Mapping the Customer Journey (1/2 day)	Mapping the Customer Journey (1/2 day)
	Mastering Content Creation Using AI Storytelling	Mastering Content Creation Using AI Storytelling
	Mastering Thought Leadership	Mastering Thought Leadership
	Resilience in Marketing	Resilience in Marketing
	SEO + CRO – Need to Know	SEO + CRO – Need to Know
	Stakeholder Management	The Secret Sauce of Great Copywriting
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