

Professional Certification Electives

Core Skills	Digital Marketer	Strategic Marketer
<u>AI Meets Marketing</u>	<u>Advanced AI</u>	<u>Advanced AI</u>
<u>Behavioural Science for Customer Journeys (1/2 day)*</u>	<u>AI Hyper-personalisation in Practice</u>	<u>Advanced Social Media Marketing</u>
<u>Campaign and Project Management</u>	<u>Behavioural Science for Customer Journeys (1/2 day)*</u>	<u>AI Hyper-personalisation in Practice</u>
<u>Critical Thinking for Marketers</u>	<u>Breakthrough Marketing Plans</u>	<u>AI Meets Marketing</u>
<u>Disruptive B2B Marketing</u>	<u>Building Blocks of Brand Strategy</u>	<u>Behavioural Science for Customer Journeys (1/2 day)*</u>
<u>Essentials for Briefing Effective Marketing</u>	<u>Campaign and Project Management</u>	<u>Campaign and Project Management</u>
<u>Google Ads Masterclass</u>	<u>Critical Thinking for Marketers</u>	<u>Digital Strategy</u>
<u>Mapping the Customer Journey (1/2 day)*</u>	<u>Disruptive B2B Marketing</u>	<u>Disruptive B2B Marketing</u>
<u>Marketing Compliance (1/2 day)*</u>	<u>Essentials for Briefing Effective Marketing</u>	<u>Essentials for Briefing Effective Marketing</u>
<u>Mastering Content Creation With AI-Powered Storytelling</u>	<u>Google Ads Masterclass</u>	<u>Google Ads Masterclass</u>
<u>Mastering Thought Leadership</u>	<u>Influential Writing for Comms and Business</u>	<u>Google Analytics 4</u>
<u>SEO + CRO - Need to Know**</u>	<u>Leadership in Marketing</u>	<u>Influential Writing for Comms and Business</u>
<u>Te Ao Māori for Marketers</u>	<u>Mapping the Customer Journey (1/2 day)*</u>	<u>Leadership in Marketing</u>
	<u>Mastering Content Creation With AI-Powered Storytelling</u>	<u>Mapping the Customer Journey (1/2 day)*</u>
	<u>Mastering Thought Leadership</u>	<u>Mastering Content Creation With AI-Powered Storytelling</u>
	<u>Resilience in Marketing</u>	<u>Mastering Thought Leadership</u>
	<u>SEO + CRO - Need to Know**</u>	<u>Resilience in Marketing</u>
	<u>Stakeholder Management</u>	<u>SEO + CRO - Need to Know**</u>
	<u>Te Ao Māori for Marketers</u>	<u>Te Ao Māori for Marketers</u>

* Half-day workshops count as half an elective. To meet the two-elective requirement, you'll need to complete three electives in total.

** Can be taken as half- or full-day workshop (SEO only or CRO only). For half-day, please refer to the above footnote.