



Your Professional Development Roadmap with the Marketing Association

2026



Overview






Marketing is one of the fastest moving professions in business today. You're expected to be a brand expert, a digital strategist, a data analyst, a CX champion and a content creator, often all at once.

We get it. That's exactly why we're here.

The MA Training Hub offers specialised programmes to help you build confidence in your area of expertise, keep pace with the profession in 2026, earn recognised certifications, and strengthen the industry connections that matter.



Table of Contents

1	WHERE ARE YOU AT IN YOUR CAREER?	4
	Your Pathway	5
2	LEVEL	6
	Foundational (less than 2 years)	6
	Emerging (2-5 years)	7
	Workshops	7
	Emerging Marketer Accelerator programme (2-5 years)	8
	Advanced (5+ years)	9
	Workshops	9
	Advanced Marketing Leadership programme (8+ years)	10
3	COMPETENCIES	12
	Leveraging AI in Marketing Practice	12
	Content, Copy & Communication	13
	Strategy & Planning	14
	Digital Channels: Performance & Optimisation	15
	Customer Insight, Behaviour & Experience	16
	Culture, Ethics & Responsibility	17
	Professional Effectiveness & Personal Development	18
4	QUALIFICATIONS	19
	Professional Certifications	19
	 Core Skills Marketer	19
	 Digital Marketer	19
	 Strategic Marketer	19
	Online Accreditations	21
	 Core Skills Marketer	21
	 Digital Marketer	21
	 Strategic Marketer	21
	 AI Marketer	21
5	WHY BECOME QUALIFIED?	22

Where are you at in your career right now?



You might be early in your career and still figuring it out

- You're doing a bit of everything
- You want to build proper foundations
- You're not sure what to specialise in

[Start with our foundational courses](#)



You might be growing, but feeling a bit stuck

- You've got experience, but want to step up
- You want to be more strategic, not just executing
- You're starting to lead projects or people

[Step up with our workshops or certifications](#)



You might be leading, or ready to

- You're influencing decisions, not just delivering work
- You want a seat at the table
- You're thinking about your next big move

[Lead with our advanced programmes](#)



Or you might just know you need to stay relevant

- AI is changing things fast
- Expectations are shifting
- You don't want to fall behind

[Explore the areas you want to grow in](#)



WHEREVER YOU'RE AT, THIS ROADMAP HELPS YOU MOVE FORWARD.

NEW TO THE INDUSTRY LOOKING TO STEP UP?



1. Check out our Professional Certification or Online Accreditation in Core Skills Marketing: This will give you a solid foundation of core marketing skills needed to excel in your career.



2. Consider our Emerging Marketer Accelerator Programme: The Emerging Marketer Accelerator is a new programme for marketers at the beginning of their careers. Over four days, ambitious marketers with 2 to 5 years' experience will be part of a cohort to face real-world challenges, get exclusive mentorship by alumni of the Advanced Marketing Leadership Programme, and hear from leaders of the NZ Marketing profession.

MID-LEVEL MARKETER WANTING TO STEP INTO A MORE SENIOR ROLE



1. Check out our Professional Certification in Digital Marketing: this ensures you upskill in key marketing areas and stay ahead through industry changes.



2. Professional Certification in Strategic Marketing: Once you've completed the digital marketing Professional Certification, have a look at our Professional Certification in Strategic Marketing. This will deepen your leadership expertise and set you up for the next step in your career.



3. Out of Auckland or prefer online courses? Become Accredited in AI, Digital or Strategy through our Online Accreditations.

SENIOR MARKETER WANTING TO BECOME A LEADER?



1. Check out our Professional Certification in Strategic Marketing: this ensures you upskill in key marketing areas and stay ahead through industry changes.



2. Consider our Advanced Marketing Leadership Programme: this has a 100% recommendation rate from all past participants. This programme will not only develop your leadership skills, but will open doors for you to meet and connect with industry CEOs/CMOs, and connect with industry peers you will stay connected with for a long time.

Foundational

(NEW TO THE INDUSTRY, 0-2 YEARS)



Intermediate

(EMERGING MARKETERS, 2-5 YEARS)



Intermediate

(EMERGING MARKETERS, 2-5 YEARS)



EMERGING MARKETER ACCELERATOR PROGRAMME



- Designed to fast-track the skills of marketers with 2-5 years of experience and prepare them for success in the industry.
- Developed in collaboration with New Zealand CMOs and alumni from the Advanced Marketing Leadership Programme.
- Consists of 2 two-day workshops led by international and local experts.

This programme gives ambitious early-career marketers the opportunity to rise through the ranks by building powerful industry connections and learning directly from New Zealand's top CMOs, CEOs and New Zealand's leading senior marketers. Over four high-impact days, participants also score a one-on-one mentor from the Advanced Marketing Leadership alumni to accelerate their growth.

Advanced

(MANAGER / HEAD OF / CHAPTER LEADS, 5 YEARS+)



Advanced

(MANAGER / HEAD OF / CHAPTER LEADS, 5 YEARS+)



ADVANCED MARKETING LEADERSHIP PROGRAMME



A 100% recommendation rate from past participants

WHAT IS THE PROFESSIONAL CERTIFICATION OF ADVANCED MARKETING LEADERSHIP PROGRAMME?

- Aimed at marketers with 8+ years of experience, agency professionals, or those poised to become the next generation of marketing leaders.
- Designed to enhance the skills of marketers and prepare them for top leadership roles.
- Developed in collaboration with New Zealand CMOs.
- Consists of 3 two-day workshops led by international and local experts, along with mentorship provided by CMOs.
- New Zealand's most aspirational marketing programme.

Over 6 days, you will be learning from and mixing with New Zealand's leading marketers. From budget to burnout, you'll attend panels and sessions designed to equip you with the skills and knowledge to be a successful marketing leader. Plus, you will be mentored by either a CMO, CEO, or agency strategist with daily opportunities for further networking with speakers, mentors and the rest of your cohort.

Advanced

(MANAGER / HEAD OF / CHAPTER LEADS, 5 YEARS+)



10+ YEARS MARKETING EXPERIENCE

Professionally Certified Strategic Marketer

TAKE YOUR STRATEGIC THINKING TO A NEW LEVEL WITH A PROFESSIONAL CERTIFICATION IN STRATEGIC MARKETING.



Strategic thinking underpins every effective marketing campaign. Without it, marketing is just guesswork. Build your understanding of strategy and long-term planning with workshops from the Professional Certified Strategic Marketer programme.

The programme is flexible so you can fit it into your busy schedule, you can complete our workshops either in-person, or online.

HOW DOES IT WORK?

- Complete six workshops - 4 core workshops and 2 elective workshops, (to be completed within two years from your enrollment date.)
- Then, complete a work-based project which is assessed by the University of Canterbury

Note: the assessment requires an additional \$495+GST. This will be taken directly from the University of Canterbury at the time of assessment registration.

Once you pass your work-based project, you are then given a certification as a Professionally Certified Strategic Marketer, and you are awarded a postgraduate level 8 micro-credential from the University of Canterbury.

Looking for specific areas of marketing?

CHECK THEM OUT BELOW:

1. LEVERAGING AI IN MARKETING PRACTICE



AI MEETS MARKETING

Cut through the AI hype and rethink how you plan, lead, and deliver marketing in an AI-powered landscape.

ADVANCED AI

Go beyond the basics and harness AI to automate tasks, boost efficiency, and accelerate marketing growth.



AI HYPER-PERSONALISATION IN PRACTICE

Learn how to use AI to uncover patterns in your data and turn insights into more personal, timely marketing.

MASTERING CONTENT CREATION WITH AI-POWERED STROYTELLING

Discover how to create compelling marketing content with generative AI and craft stories that connect with your audience.



2. CONTENT, COPY & COMMUNICATION

THE SECRET SAUCE OF GREAT COPYWRITING

Learn how to craft copy that connects with your audience and drives stronger engagement and action.



INFLUENTIAL WRITING FOR COMMS AND BUSINESS

Write more clearly and persuasively to influence your audience, save time, and get better results from your communication.

MASTERING THOUGHT LEADERSHIP

Build a strong thought leadership strategy and position your brand and leaders with more consistent impact.



ESSENTIALS FOR BRIEFING EFFECTIVE MARKETING

Master the art of the brief and learn how to set clearer direction for stronger marketing outcomes.

MASTERING CONTENT CREATION WITH AI-POWERED STORYTELLING

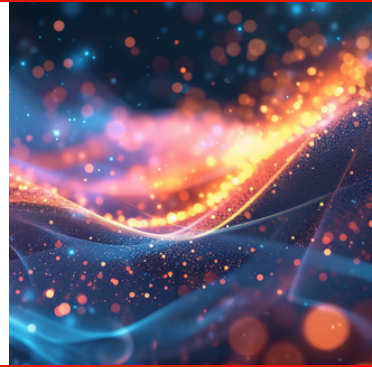
Discover how to create compelling marketing content with generative AI and craft stories that connect with your audience.



3. STRATEGY & PLANNING

DISRUPTIVE B2B MARKETING

Rethink your B2B marketing with bold strategies, disruptive thinking, and ideas that set your brand apart.



BUILDING BLOCKS OF BRAND STRATEGY

Create a stronger brand strategy with practical tools to sharpen your positioning and stand out in the market.

DIGITAL STRATEGY

Turn digital channels, tools, and data into a more connected and effective marketing strategy.



INTRODUCTION TO MARKETING PLANS

Learn the fundamentals of marketing planning and how to build a clear, practical plan for any business or idea.

BREAKTHROUGH MARKETING PLANS

Write sharper marketing plans with clear frameworks, stronger strategy, and greater buy-in.



CAMPAIGN AND PROJECT MANAGEMENT

Build stronger project and campaign management skills with practical tools, clearer planning, and smarter optimisation.



MASTERING THOUGHT LEADERSHIP

Create a strong thought leadership strategy and position your brand and leaders with more consistent impact.

4. DIGITAL CHANNELS: PERFORMANCE & OPTIMISATION

SOCIAL MEDIA FOR MARKETERS

Learn the fundamentals of social media marketing and build the confidence to run your strategy more effectively.



ADVANCED SOCIAL MEDIA MARKETING

Take your social media beyond the basics. Discover advanced tools, sharpen your strategy, and get more from every platform.

THE ESSENTIALS OF DIGITAL MARKETING

Get to grips with the digital marketing toolkit, from strategy and content to channels, platforms, and performance.



DIGITAL STRATEGY

Turn digital channels, tools, and data into a more connected and effective marketing strategy.



GOOGLE ADS MASTERCLASS

Master Google Ads best practice and learn how to set up, optimise, and get more from your campaigns.

GOOGLE ANALYTICS 4

Learn how to navigate GA4 with confidence and uncover the metrics that drive smarter marketing decisions.



SEO + CRO - NEED TO KNOW

Drive more traffic and turn it into results. Learn how SEO and CRO work together to grow your website's performance.

5. CUSTOMER INSIGHT, BEHAVIOUR & EXPERIENCE

BEHAVIOURAL SCIENCE FOR CUSTOMER JOURNEYS

Discover what drives customer behaviour and learn how to design journeys and experiences that work with human decision-making.



MAPPING THE CUSTOMER JOURNEY

Track your customer's journey to better understand your audience and design more effective experiences.



AI HYPER-PERSONALISATION IN PRACTICE

Use AI to uncover patterns in your data and turn insights into more personal, timely marketing.

GOOGLE ANALYTICS 4

Learn how to navigate GA4 with confidence and uncover the metrics that drive smarter marketing decisions.



6. CULTURE, ETHICS & RESPONSIBILITY



MARKETING COMPLIANCE

Join Keith Norris for a plain English look at regulations affecting your marketing campaigns.

TE AO MĀORI FOR MARKETERS

Build the knowledge and confidence to reflect Māori worldviews in your marketing, from campaigns and strategy to day-to-day mahi.



7. PROFESSIONAL EFFECTIVENESS & PERSONAL DEVELOPMENT

CRITICAL THINKING FOR MARKETERS

Sharpen your critical thinking and problem-solving skills to make better marketing decisions with more clarity and confidence.



STAKEHOLDER MANAGEMENT

Develop the skills to engage, influence, and manage internal and external stakeholders more effectively.

LEADERSHIP IN MARKETING

Step up as a marketing leader with the tools, frameworks, and behaviours needed to lead with confidence and impact.



RESILIENCE IN MARKETING

Build resilience as a marketing leader and learn how to adapt, perform under pressure, and lead with greater impact.

INFLUENTIAL WRITING FOR COMMS AND BUSINESS

Write more clearly and persuasively to influence your audience, save time, and get better results from your communication.



What Professional Certifications do we offer?

In partnership with



Professional Certifications from the MA Training Hub in partnership with the University of Canterbury.



CORE SKILLS MARKETER

Core marketing skills helps build a broad base of knowledge

« (for emerging marketers)



DIGITAL MARKETER

Boost your digital marketing expertise with professional certification.

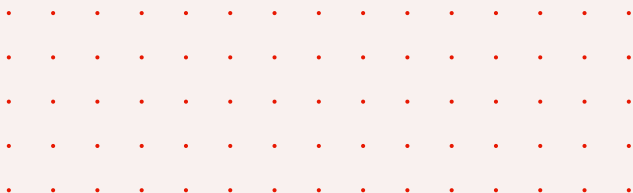
« (for anyone involved in digital marketing!)



STRATEGIC MARKETER

Take your strategic thinking to a new level

« (for current and future leaders).





How do I become Qualified?



1 ENROLMENT

Head to our website and enroll in the Professional Certification that you want by adding the certification to your cart.

2 INSTRUCTIONS

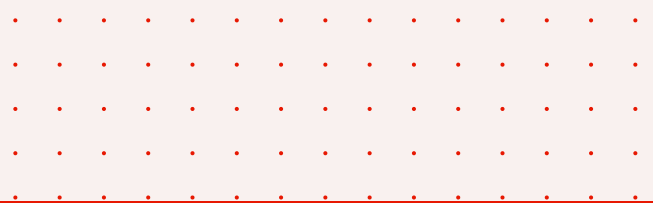
Once you purchase your certification, you will be sent instructions on how to book workshops using your certification.

3 WORKSHOPS

Complete 6 workshops (4 core workshops and 2 electives).

4 ASSESSMENT & CERTIFICATION

Once you have completed the 6 workshops, you will sit a work-based assessment which will be graded by the University of Canterbury. When you pass, you will be awarded a micro-credential and will receive your Professional Certification.



Want more flexibility in your learning? Earn Yourself an Online Accreditation

Welcome to the Marketing Association's Online Accreditations, your opportunity to be officially recognised by the NZ Marketing Association for your professional development and expertise.



AI ACCREDITATION

Immerse yourself in AI to ensure you're future-ready and delivering the best results for your business with our AI Online Accreditation. We have a range of AI workshops that will equip you with knowledge every marketer needs.



DIGITAL ACCREDITATION

Digital is an essential part of the job for marketers, and it's critical to keep up with the latest trends and technologies in the field. Ensure you're up to speed with a Digital Online Accreditation.



STRATEGIC ACCREDITATION

Strategic thinking underpins every effective marketing campaign. Without it, marketing is just guesswork. Build your understanding of strategy and long-term planning with workshops from the Strategic Accreditation.



CORE SKILLS ACCREDITATION

The Core Skills Online Accreditation is designed for early-stage marketers who want to build a strong foundation and become industry-ready





Why Become Certified or Accredited?



DIFFERENTIATE

Stand out from the crowd as you progress through your career by gaining a Professional Certification on top of your qualifications.



CREDENTIAL

Becoming Professionally Certified will add credentials to the skills you have gained over the years, while upskilling in key areas of marketing.



STAY AHEAD

Keep on top of trends and the fast-moving world of marketing – nothing stays the same! Keep on top of best practice.



UPSKILL

Upskill! Learn new skills and enhance your current skills by learning from experts in the industry and other like-minded professionals.



DEVELOP

Are you a team leader? Invest in your team's professional development to enhance skills, confidence, and help with retention by investing in your team.

ma.

Marketing Association

Ready to invest in yourself, or your team?



View our Training Hub page
or get in touch at
educate@marketing.org.nz
to chat about your options.