

Capability	Emerging Marketer up to 4 years' experience Brand, product, marketing, digital assistant level	Intermediate Marketer 4-7 years' experience Brand, product, digital, social manager, assistant brand manager	Senior Marketer 7-12 years' experience Brand strategist, senior product/brand manager, marketing manager	Advanced Marketer 12+ years' experience CMO, group marketing director, product director
Minimum qualification to move to next level	<ul style="list-style-type: none"> Undergraduate Degree OR Professional Certified Marketer - Core Skills 	<ul style="list-style-type: none"> Postgraduate Marketing OR Professional Certified Strategic Marketer OR Professional Certified Digital Marketer 	<ul style="list-style-type: none"> Postgraduate Marketing OR Professional Certified Strategic Marketer OR Professional Certified Digital Marketer OR Professional Certification of Advanced Marketing Leadership* 	<ul style="list-style-type: none"> Professional Certification of Advanced Marketing Leadership*
Strategy & Insights	<ul style="list-style-type: none"> Marketing Bootcamp Content Marketing The Essential of Digital Marketing The ABC of B2B Communications Mapping the Customer Journey 	<ul style="list-style-type: none"> Building Blocks of Brand Strategy Digital Strategy Breakthrough Marketing Plans Critical Thinking for Marketers The ABC of B2B Communications Customer Experience 	<ul style="list-style-type: none"> Building your Brand Strategy Digital Strategy Breakthrough Marketing Plans Critical Thinking for Marketers 	<ul style="list-style-type: none"> Breakthrough Marketing Plans Critical Thinking for Marketers Working Better with Boards
Creative & Content	<ul style="list-style-type: none"> The Secret Sauce of Great Copywriting The Essential of Digital Marketing Social Media for Marketers Content Marketing Digital Storytelling Mastering the Creative Brief 	<ul style="list-style-type: none"> Mastering the Creative Brief The Secret Sauce of Great Copywriting Content Marketing Advanced Social Media/Marketing Digital Storytelling 	<ul style="list-style-type: none"> The Secret Sauce of Great Copywriting Content Marketing Storytelling for Marketers 	
Media & Channel Activation	<ul style="list-style-type: none"> Social Media for Marketers The Essential of Digital Marketing 	<ul style="list-style-type: none"> Advanced Social Media Marketing SEO+CRO – need to know The Essential of Digital Marketing Social Media for Marketers 	<ul style="list-style-type: none"> Advanced Social Media Marketing SEO+CRO – need to know 	
Customer Experience & Channel Activation	<ul style="list-style-type: none"> Mapping the Customer Journey Customer Experience 	<ul style="list-style-type: none"> Stakeholder Management Mapping the Customer Journey Customer Experience 	<ul style="list-style-type: none"> Stakeholder Management Behavioural Science for Customer Journeys Customer Experience 	<ul style="list-style-type: none"> Stakeholder Management Behavioural Science for Customer Journeys
Measurement & Marketing ROI	<ul style="list-style-type: none"> Google Ads – The profitable way Google Analytics 4 SEO+CRO - need to know 	<ul style="list-style-type: none"> Google Analytics 4 SEO+CRO - need to know 	<ul style="list-style-type: none"> Google Analytics 4 SEO+CRO - need to know 	<ul style="list-style-type: none"> Google Analytics 4 SEO+CRO - need to know

Chart Colour Key:

- **Orange: Workshops to become a Professionally Certified Marketer - Core Skills**
- **Blue: Workshops to become a Professionally Certified Digital Marketer**
- **Green: Workshops to become a Professionally Certified Strategic Marketer**

Delivery of Programmes

We have the following modes of delivery

- Public workshops – face to face. Held in Auckland Wellington and Christchurch
- Live at Lunchtime – public workshops held for 1.5 hours over 4 sessions. Scheduled at lunchtimes of course.
- In house workshops – this is where we hold the workshop just for your team either at your place or ours. We usually limit numbers to a maximum of 25 to optimise learning experience. We can run these globally at an appropriate time to suit and record the sessions for people who can't make the time set

We recently ran an inhouse course using Live at Lunchtime format for MediaWorks who had people streaming in from around the country for our Digital Storytelling workshop and Social Media Workshop.