

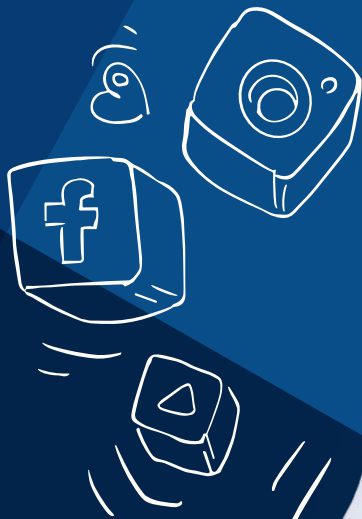


UNZIE

DIPLOMA IN SOCIAL MEDIA MARKETING

(CONTENT CREATION)


LEVEL 5



Unleash Your
Creative Potential
in the Digital World

Practical • Industry-Relevant • 100% Online

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Hello, we are:
Your industry-focused

ONLINE DIGITAL MARKETING SCHOOL



BECOME A QUALIFIED
SOCIAL MEDIA
MARKETER AND
CONTENT CREATOR



Connecting you with your full digital potential. The Digital and Social Media Marketing industry continues to evolve, creating strong opportunities for people with practical and creative skills.

As New Zealand's largest and longest running Digital and Social Media Marketing School, NZIE brings deep experience to developing the next generation of digital marketers. Our tutors draw on real industry practice to guide your learning.

Our NZQA-accredited Social Media & Content Creation Diploma programme has been designed with industry specialists to open clear pathways into work, further learning, and freelance opportunities.

When you choose to study with us, you will gain practical skills that prepare you to step into social media marketing with confidence. Are you ready to grow your capability, expand your options, and make a meaningful impact in New Zealand and beyond?

Teaching & Learning Philosophy

*Mā te mātauranga ka mōhio;
mā te mōhio ka tutuki*

*With knowledge comes
understanding; with understanding
comes application.*



INDUSTRY CONNECTION

WE ARE PROUD TO SUPPORT NZIE GRADUATES AS THEY MOVE INTO INDUSTRY ROLES

[Apply now](#)

AT NZIE WE'RE 100% COMMITTED TO STUDENT'S SUCCESS

Companies who have hired nzie grads:

stuff

harper
digital

PURESEO

grin

vega



verum

firefly

tvnz

Supporting you every step of the way

At NZIE, our purpose is to amplify your potential, and we'll support you every step of the way.

Our industry connections support us and share our students' success. They also play an active role in co-creating our courses to ensure the skills we teach reflect current industry needs.

Our Social Media Marketing Diploma programme is approved by the New Zealand Qualifications Authority & the Tertiary Education Commission.

NZIE is also a signatory of the Code of Practice for Domestic Students so we'll ensure you're well-supported during your journey with us. As well as your journey post-graduation too.

GRADUATE SUCCESS

(*) Data Source: Graduate Outcome Surveys taken from our NZIE 2024 graduates

86%

of Digital Marketing School graduates are employed, freelancing and/or using Digital Marketing to grow their business.

10+
YEARS

NZIE's Digital Marketing School has supported students to build new skills, grow their businesses, and begin freelancing ventures.

Students join us from a wide range of backgrounds. We're really proud of the achievements of all our NZIE Digital Marketing School graduates.

Rob Marks, CEO

CO-CREATED WITH INDUSTRY

All our courses are co-created with Digital and Social Media Marketing specialists.

Join the Digital and Social Media Marketing industry today, become qualified in 1 year!



STUDENT SUCCESS

WONDERING WHY NZIE?

WHAT'S GREAT ABOUT STUDYING WITH US?



NZIE

DEDICATED STUDENT SUCCESS TEAM

Our Student Success Team provides students with guidance to assist them in finding a great digital role.

Practical and interactive learning

You'll work on real projects, take part in studio sessions, and complete a capstone experience. By the end of your studies, you'll have a portfolio that shows employers what you can do.

Taught by industry experts

Our tutors bring real-world social media marketing and content creation experience into the classroom. You'll learn from professionals who know what it takes to succeed in the industry.

Ongoing support

Our Student Success Team offers academic, cultural and wellbeing support. You'll also get support right throughout your journey with us.

Internships

Internships provide a great opportunity for students to test themselves and also to figure out their true passion within digital marketing. Our team can support in facilitating Internship opportunities.

Employment Support

You will also receive career advice and guidance to help you connect with opportunities in the industry. One-on-one sessions and workshops such as job-seeking skills, CV development, cover letters, interview skills, soft skills are available. Plus, access to industry guest speaking sessions from business owners, recruitment advisors, and leading agencies.

CONTINUED...

WHY NZIE?

WHAT'S GREAT ABOUT STUDYING WITH US?



TUTORIAL-STYLE CLASSES

One of the benefits of studying at NZIE is the support we can offer each student. Our tutorial-style classes allow our tutors to work closely with each student and offer guidance and support when needed to help you stay on track and get the best possible results when you study with us.

PERSONAL CARE FOR EVERY STUDENT

We pride ourselves on creating a fun, supportive environment so you can focus on your studies. You gain a level of support that you can only get from a boutique school like ours. You won't have to worry about getting lost in a massive system or straining to hear from the back of a crowded lecture theatre. Instead, you'll learn through online tutorial-style classes where your teachers know you by name and support you all the way through.



CO-CREATED WITH INDUSTRY

Our courses are shaped with input from employers and digital marketing specialists who help us identify the skills that matter in today's industry. This ensures your learning stays current and practical.

That's why *86% of our graduates are employed, freelancing and/or using Digital Marketing to grow their business. The learnings that students graduate with are relevant and constantly updated to match an evolving industry.

*Data Source: **Graduate Outcome Surveys from NZIE graduates 2024**



100% ONLINE VIRTUAL CAMPUS

**FACILITATED
THROUGH DIGITAL
TOOLS**



HOW DO I LEARN?

The NZIE Social Media Marketing Diploma offers clear, practical content to build your skills. We use a robust learning management system to ensure that the quality of our online delivery model is proficient. The online learning format includes simulated classes, Q&A tutorials, & quizzes.

Learning Hub

Students and tutors have the functionality to communicate, message and post/share announcements. NZIE also has a dedicated Learning Hub section to support students new to online learning and our virtual campus!

Full-Time Timetable: 30 hours per week

12 hours of directed learning per week plus 18 hours of self-directed learning.

Part-Time Timetable: 15 hours per week

6 hours of directed learning per week plus 9 hours of self-directed learning.

Curious to find out what days & times the classes are running?

Enquire and we'll supply you with the full timetable schedule.

DIGITAL MARKETING SCHOOL SUCCESS STORY FEEDBACK:



What drew me to the course was the experience that the tutors bring. It's so important to be working with and learning under industry professionals because they've got the experience and the contacts to support you once you've finished the course. NZIE was so valuable because it [taught me] a lot of practical skills.

I felt confident finishing a diploma where I could launch into the workplace and know how things get done and how to do them.

My [university] degree was very theory based... That was a huge difference between doing this diploma and that degree.



BLACKJET
SOCIAL

Georgia Bailey-Murdoch

Graduate of Digital Marketing
Diploma & Social Media
Account Manager



Social media is so dynamic. You could learn things one week, and then within a month, something else has come into play, or there's a new system. For me, the fundamentals [taught in the Diploma] is what really stood out.

Holly Shedden

Social Media Marketer



WHO IS THE SOCIAL MEDIA MARKETING (CONTENT CREATION) DIPLOMA MOST SUITABLE FOR?



With a significant demand for skilled digital marketers in New Zealand, it's a great industry abundant with opportunities!

CAREER CHANGERS

Took a career break? Travelled for a bit? Started a family? And now, you want to make your way back into something new and flexible with an option of remote working from home.

DIGITAL OBSESSED

You love social media and want to get a job related to it or make a career from it! Learn about creating content to support brands online.

UP-SKILL IN DIGITAL & SOCIAL

You're looking to diversify your skill set in social media marketing, digital design, video production, podcasting and more!

RECENTLY GRADUATED

You're an eager university grad looking to add practical, applied skills in digital marketing. Or a previous grad making a mighty comeback to study more.

PROMOTION + DEVELOPMENT

You're passionate about professional development, want to boost your employability and job security for the future.

WHAT WILL STUDENTS LEARN?

DIPLOMA PROGRAMME CONTENT BREAKDOWN:



DMS410 Authentic Content Creation (Level 4, 15 credits)

Our first course in the Diploma is a great introduction to the world of Content Creation. By the end of this course, you'll be able to apply a creative design process to produce a social media content assets tell stories for an Aotearoa New Zealand cultural target audience.



DMS411 Digital Design for Social Media (Level 4, 15 credits)

This course will teach you to create static content assets using technologies and techniques for a range of social media platforms. You'll learn both the Adobe Creative suite software and Canva.



DMS510 Video Production for Social Media (Level 5, 15 credits)

Video is a crucial skill for any content creator and social media marketer. This course will show you how to publish dynamic content assets for social media platforms, employing various techniques and strategies to engage and captivate an identified target audience.



DMS511 Live Content Production (Level 5, 15 credits)

This course is all about producing live content! You'll learn how to create dynamic and engaging human-led content pieces (such as podcasts, webinars and livestreams) for social media live stream or recorded publication.



DMS512 Future Technology in Social Media (Level 5, 15 credits)

This course will teach you how to ethically utilise future technologies, including artificial intelligence (AI) and creatively apply them to add value to human-created content assets that addresses cultural values and perspectives relative to the topic context and audience.



DMS513 Paid Social Media Advertising (Level 5, 15 credits)

On successfully completing this course, you will be able to create a social media advertising campaign by designing ads with copy for a marketing strategy.



DMS514 Presenting Social Media Data (Level 5, 15 credits)

Presenting Social Media data is crucial for any aspiring marketer. On this course, you'll learn how to present social media campaign content asset data using infographics.



DMS610 Industry Project (Level 6, 15 credits)

Our capstone industry project course, you'll complete this at the end of the Diploma and on completion you'll be able to independently create effective social media content assets that are culturally appropriate to an Aotearoa New Zealand cultural target audience respecting the principles of te ao Māori that address a marketing strategy and buyer persona.

ENTRY CRITERIA

To gain entry into this programme, students must meet the **General Entry or the Special Entry, and the English language requirements.**

General Entry Requirements

To be eligible to enter the programme under General Entry Requirements, an applicant must be able to present evidence that they have met the following requirements:

1. Be over the age of 18, AND gained ONE or more of the following:
2. NCEA Level 3, OR
3. A New Zealand Certificate at level 4 or above, OR
4. Be over the age of 21.

Special Entry Requirements

To be eligible to enter the programme under a Special Entry Requirement, the applicant must be able to demonstrate the following requirements:

1. Be over the age of 16, AND
2. Completed NCEA Level 2, OR
3. A New Zealand Certificate at level 3 or above, AND
4. Demonstrate an interest and desire to enter a marketing career, AND
5. Demonstrate a commitment to completing the programme.

All Special Entry Applications will be considered for approval by the Academic Board or their delegated reviewee.

ENGLISH LANGUAGE ENTRY REQUIREMENTS

To be eligible to enter the programme, an applicant must be able to present evidence that they meet one or more of the following English Language Entry Requirements

1. English is your first language, OR
2. Te reo Māori is your first language and English is your second language; OR Successfully completed 3 years secondary education when English was the primary language of delivery; OR
3. Successfully completed 3 years secondary education when English was the primary language of delivery; OR
4. Successfully completed an NZQA level 3 study, or equivalent, in any programme when English was the primary language of delivery: OR
5. Successfully attained an IELTS score of 5.5 with no band below 5.0 or an equivalent test.

ALL APPLICANTS ARE INTERVIEWED PRIOR TO ENROLMENT.

INDUSTRY PARTNER FEEDBACK:



Our experience with hiring graduates that have studied at NZIE is that they tend to come to us with real world perspective, their knowledge is really grounded in practical applications of digital marketing.

They know the tools, and they know, beyond just the theory of marketing, how to actually execute on the campaign for our business.

And so that's been really valuable.



Juliette Moore

Director of Fulfilment at Harper Digital



As a direct result of our experience with NZIE so far, we place a lot more trust in a recommendation than I would place in other educational institutions in the field. So, kudos to NZIE and what they have done in terms of developing coursework.



Adrian Yap

CFO and COO at Firefly Digital

DIPLOMA DETAILS AND APPLICATION PROCESS

Apply Now



If you're ready to join, follow the below to kick start your application process.

4-STEP APPLICATION PROCESS

STEP 1: Check your eligibility

Before you enrol, make sure you meet the General Entry or the Special Entry, PLUS the English language requirements on the previous pages.

STEP 2: Chat to Phil, our friendly Recruitment Advisor

This is a good opportunity to ask any questions you have to see if this course is the best fit for your needs.

STEP 3: Complete enrolment form and supply documentation and additional information

If you are asked to provide documents for proof of identity, eligibility, or prior academic records, you must submit a certified copy of the document.

STEP 4: Have onboarding meeting, accept offer of placement and pay course fees

Congrats and welcome aboard!

2026 COURSE-RELATED COSTS:

Item	Cost \$ (approximate)
Adobe Creative Cloud	\$600
Canva	\$200
Optional Course Costs	
Microsoft Office	\$150

WHAT DO I NEED TO HAVE?

- A device (laptop or computer)
- Good Internet connection
- Comfortable work station
- Energy and enthusiasm

FEES-FREE SCHEME

Fees-Free is a funding scheme provided by the Government, which can allow you to get one year of tertiary study. For more information visit the Inland Revenue website: ird.govt.nz/fees-free

2026 DOMESTIC FEES: \$9,552

Student loans are available through StudyLink. [Check your eligibility here.](#)

CODE OF PRACTICE FOR DOMESTIC STUDENTS

PASTORAL CARE OF DOMESTIC TERTIARY STUDENTS

NZQA TEC page – 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: <https://www2.nzqa.govt.nz/tertiary/the-code/>



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.



**Tertiary Education
Commission**

Te Amorangi Mātauranga Matua

Tertiary Education Commission (TEC). This government department funds institutes to enrol Domestic students.

This means that New Zealanders can study at NZIE and also access the Student Loan and Allowance scheme to support them through their studies.

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](#)

