

Postgraduate Certificate in Digital Marketing (PGCertDigiMktg – 60 points)

These regulations must be read in conjunction with the General Regulations for the University.

1. Version

- (a) These Regulations came into force on 1 January 2025.
- (b) This Certificate was first offered in 2025.

2. Variations

In exceptional circumstances the Amo Matua, Umanga | Executive Dean of Business or delegate may approve a personal programme of study which does not conform to these Regulations.

3. The structure of the qualification

To qualify for the Postgraduate Certificate in Digital Marketing a student must:

- (a) be credited with a minimum of 60 points from Schedule C to these regulations.

With the approval of the Amo Matua, Umanga | Executive Dean of Business or delegate, 15 points from Schedule C may be substituted with other relevant postgraduate courses at an equivalent level.

4. Admission to the qualification

To be admitted to the Postgraduate Certificate in Digital Marketing, a student must have:

- (a) Either:
 - i. qualified for an Aotearoa New Zealand Bachelor's degree in marketing or related discipline and obtained a minimum Grade Point Average in the 300-level or equivalent final year courses as determined by the Amo Matua, Umanga | Executive Dean of Business or delegate; or
 - ii. been admitted with Academic Equivalent Standing as the holder of such a degree; or
 - iii. produced evidence of a minimum of five years of practical, professional, or scholarly experience in a relevant field; and
- (b) been approved as a student for the qualification by the Amo Matua, Umanga | Executive Dean of Business or delegate.

5. Subjects

There are no majors or minors for this qualification.

6. Time limits

The time limit for this qualification is 24 months.

7. Transfers of credit, substitutions and cross-credits

This qualification adheres to the Credit Recognition and Transfer Regulations for the University, with the following stipulation:

- (a) A maximum of 15 points can be transferred from another uncompleted qualification as approved by the Amo Matua, Umanga | Executive Dean of Business or delegate.

8. Progression

This qualification adheres to the General Regulations for the University, with the stipulation that a student will be withdrawn from the certificate if they fail more than 30 points.

9. Honours, Distinction and Merit

The Certificate is not awarded with Honours, Merit or Distinction.

10. Exit and Upgrade Pathways to other Qualifications

- (a) A student who has completed the requirements for the PGCertDigiMktg and has not yet graduated with the Certificate may apply to the Amo Matua, Umanga | Executive Dean of Business or delegate to be admitted to the following qualification and have credits transferred:

- i. Master of Marketing
- (b) A student who has graduated with a PGCertDigiMktg from Te Whare Wānanga o Waitaha | University of Canterbury, may apply to the Amo Matua, Umanga | Executive Dean of Business or delegate to be admitted to the qualification listed in Regulation 10(a) and have their PGCertDigiMktg subsumed in accordance with the General Regulations to the University.
- (c) There are no exit qualifications for this Certificate.

Schedule C: Compulsory Courses for the Postgraduate Certificate in Digital Marketing

For full course information, go to courseinfo.canterbury.ac.nz

Course Code	Course Title	Pts	2025	Location	P/C/R/RP/EQ
MBUS626	Digital Marketing	15	X1	UC Online	C: MBUS601 R: MKTG316
			S1	Campus	
			X3	UC Online	
MKTG641	Digital Marketing Strategy	15	X1	UC Online	P: Subject to approval of the Programme Director R: MBAM622
			X3	UC Online	
			S2	Campus	
MKTG642	Content and Social Media Marketing	15	X2	UC Online	
			X4	UC Online	
MKTG643	Search Engine Success	15	X2	UC Online	
			X4	UC Online	