



# IIE Higher Certificate in Digital Marketing

**Certificate**

**Distance**

The purpose of this IIE qualification is to develop learners that demonstrate introductory knowledge and skills in the digital marketing field. Learners will be able to understand digital marketing practices and techniques, including the role and practice of communication, marketing and campaign planning. This will enable learners to apply their knowledge and skills in the dynamic and agile digital marketing environment.

**For the creators.**

**[vegaschool.com](https://vegaschool.com)**



# IIE Higher Certificate in Digital Marketing

18 Months Distance | NQF Level 5 | 120 Credits | SAQA ID: 111345

## Career opportunities

Digital Marketing Assistant | Digital Marketing Administrator | Email Marketing Assistant | Email Marketing Administrator | E-commerce Assistant | E-commerce Administrator | Social Media Consultant | Social Media Administrator

## Modules

Year 1					
Semester 1			Semester 2		
Code	Module Name	Credits	Code	Module Name	Credits
DIAL5111	Digital and Academic Literacies	15	DIGM5111	Digital Marketing 1A	15
MART5122	Marketing 1	15	IQTT5111	Introduction to Quantitative Thinking and Techniques	15
			MACE5112	Marketing in the 21st Century	15
Semester 3					
IWED5112	Introduction to Web Development				15
DIGM5112	Digital Marketing 1B				15
XHDM5119	Work Integrated Learning				15

## Study further with IIE Pathways

The successful completion of the IIE Higher Certificate in Digital Marketing enables you to progress into any one of the IIE Brand Management Undergraduate qualifications delivered at IIE-Vega.

## Admission requirements

Minimum Admission Requirements		English
	NSC: HC pass with	30%
	NC(V): HC pass	40%
	SC: Endorsement - none	33.3%
	SC(a): HC pass with	A minimum of 30% in LOLT on NSC/ SC(a) OR with a min. of 33.3% on SC
	International	A SAQA Evaluation Certificate with NSC Level 4 equivalence with at least 30 % or equivalent for English.

Should you have any other school leaving qualification not mentioned above, please reach out to a contact navigator.

**THE IIE IS ACCREDITED AS AN INDEPENDENT HIGHER EDUCATION INSTITUTION BY THE BRITISH ACCREDITATION COUNCIL.**

## IIE Distance Delivery Support includes

- A distance learning system that leads students through the content, prescribed material and activities.
- Distance academic navigators (tutors) who are subject experts and maintain the human experience of the learning process.
- Weekly live sessions with your distance navigators.
- A dedicated success navigator who supports students throughout the learning journey.
- Access to our distance information centre and resources.

### Note:

While you can generally structure your study time as you need, there are scheduled distance sessions during which you will get mediated support. Scheduled assessments in the form of online activities, assignments and exams are paced to ensure your studies progress.

## Device and Connectivity Specifications Required for Online Study

- Reliable internet connection (we recommend 5-10 GB of data per month and an internet speed of at least 0.15 Mbps).
- Desktop PC or laptop with at least an i3 processor and 4GB RAM memory.
- Windows 8 or macOS 10.15 (Microsoft Office 365 is available as a free download for IIE students), and Google Chrome, Microsoft Edge Chromium or Firefox.
- A working webcam and microphone.
- An uninterrupted power supply is also highly recommended.

Exams are written at an exam centre and in some instances online. These details will be specified in your programme assessment schedule.

## To succeed in your distance journey, you need to be

- Self-motivated and invested in your learning journey.
- Disciplined and able to balance studying with work and family commitments.
- Able to direct your own studies, maintaining a diligent pace.

## To assist you in succeeding in your distance journey, our teaching approach is

- Student-centric: we facilitate your thought processes to foster innovative ideas and creative solutions.
- Authentic: we use real-life examples and case studies.
- Activity-based: We move your learning forward through applied activities and assessments.
- Discussion-based: we ask you questions and stimulate debate to provoke deep thought and insights about course content.

## What you need in terms of time and materials

- Prescribed textbooks are available for online purchase.
- Distance students need to commit to approximately 12 -15 hours a week for distance engagement (most of which is after hours) with material and assessments to succeed.

Please note synchronous sessions generally take place after hours.

## Where assessments are written in person

- For students based in South Africa, online students may select any campus of The IIE's Varsity College, Rosebank College, Vega, or IIE MSA as their Examination Centre.
- An alternative examination centre is only permissible for students studying abroad and those located in a province of South Africa where there is no IIE campus. If there is no IIE campus within reach, an alternative venue will need to be sourced by you. For non-IIE venues, there is an alternative venue levy per module.

Please note that this fact sheet is accurate at the time of publication. The Independent Institute of Education (The IIE) reserves the right to alter any of the content prior to commencement of registration due to changes in regulation, policy, market requirements, or any other valid reason.



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