



IIE Bachelor of Commerce in Digital Marketing

Degree

Full-Time

One of the fastest-growing fields in the brand communications industry is that of Digital Marketing. Skilled Digital Marketers are some of the most sought-after professionals in the brand communications industry. Digital marketing is a challenging and rewarding vocation for those with a knack for fusing powerful content with equally powerful digital mechanisms for its dissemination to the right target audiences and markets. Inherently strategic in nature, the IIE BCom in Digital Marketing equips students with the skills required to identify the right message and the right digital platforms and mediums to deliver this message for maximum impact. The qualification brings together all the necessary knowledge and skills to design, build, manage and measure effective digital campaigns weaving together the core skills of digital marketing, social media, online public relations, paid and organic search and measurement programmes. As part of the experiential component of the qualification, students work in multidisciplinary teams engaging in real-world brand challenges. Action learning is rounded off with the option of an Industry Immersion programme with companies, agencies or consultancies of choice.

For the creators.

vegaschool.com



IIE Bachelor of Commerce in Digital Marketing

3 Years Full-Time | NQF Level 7 | 360 Credits | SAQA ID: 90742

Career opportunities

Digital Marketer/Strategist | Social Media Strategist | Media Planner | Advertising Account Executive | Electronic Marketer | Content Coordinator | Digital Communication Manager | Communication Strategist | Marketing Manager | Marketing Director

Modules

| Year 1 | | | | | |
|------------|----------------------------------|---------|------------|---|---------|
| Semester 1 | | | Semester 2 | | |
| Code | Module Name | Credits | Code | Module Name | Credits |
| ACBP5121 | Accounting 1A | 15 | ACBP5122 | Accounting 1B | 15 |
| APCT5121 | Applied Communication Techniques | 15 | DIGK6122 | Digital Marketing 1B | 15 |
| BMAN5121 | Business Management 1 | 15 | IMME5112 | Introduction to Micro and Macro Economics | 15 |
| IWED5112 | Introduction to Web Development | 15 | MAKT5112 | Introduction to Marketing Theory and Practice | 15 |

| Year 2 | | | | | |
|------------|---|---------|------------|--------------------------------------|---------|
| Semester 3 | | | Semester 4 | | |
| Code | Module Name | Credits | Code | Module Name | Credits |
| DIGK6221 | Digital Marketing 2A | 15 | DADM6212 | Data Analytics for Digital Marketing | 15 |
| FMSB6221 | Financial Management for Strategic Brand Management 2 | 15 | DIGK6222 | Digital Marketing 2B | 15 |
| PRMA6211 | Project Management | 15 | SBMA6211 | Small Business Management | 15 |
| QUAT6221 | Quantitative Techniques | 15 | XBRC6222 | Brand Activation | 15 |

| Year 3 | | | | | |
|------------|---------------------------------------|---------|------------|-------------------------------------|---------|
| Semester 5 | | | Semester 6 | | |
| Code | Module Name | Credits | Code | Module Name | Credits |
| DCOL7311 | Digital Communication Law | 15 | DIBS7322 | Digital Brand and Business Strategy | 15 |
| DIGM7321 | Digital Marketing 3A | 15 | DIGM7332 | Digital Marketing 3B | 15 |
| IRCO7311 | Introduction to Research for Commerce | 15 | RPCO7312 | Research Practice for Commerce | 15 |
| STMA7311 | Strategic Management | 15 | XBRC7322 | Brand Challenge | 15 |

Timetables

This qualification is aimed at students who wish to complete full-time face-to-face studies for the duration of their qualification. This means that students are expected to be available throughout the day for class in the academic year depending on how the timetable is structured. Students may also be required to write assessments or submit coursework or assignments outside of normal class time. Students who would like to pursue part time employment opportunities outside of the academic programme must prioritise their studies and avoid committing to work schedules until after they have received their timetables and academic calendar from the institution. Students must also note that timetables remain subject to change throughout the academic year.

Study further with IIE Pathways

The successful completion of the IIE BCom in Digital Marketing enables you to progress into the IIE BCom Honours in Strategic Brand Management delivered at IIE-Vega, subject to meeting the admission requirements.

Admission requirements

| Minimum Admission Requirements | English | Maths/HG | Math Lit/SG/ Technical Maths | Notes |
|---|--|----------|------------------------------|--|
| NSC: Bachelor's Degree pass with | 30% | 40% or | 60% | A minimum of 30% in LoLT on NSC/ SC(a) OR with a min. of 33.3% on SC. |
| NC(V): Bachelor's Degree pass with | 50% | 50% or | 60% | |
| SC: Endorsement with | 33.3% | 40% or | 60% | |
| SC(a): Bachelor pass with | | 40% or | 60% | |
| International | An USAf Exemption Certificate is required and meeting the relevant Maths and English requirements. | | | |
| A cognate Higher Certificate or cognate 240 credit Diploma OR an Advanced Certificate OR 360 credit Diploma or Degree may satisfy the minimum admission requirements to degree studies. | | | | If discipline not cognate at least 20% of credits must be academic literacy or numeracy related. |

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.

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.



Vega is an educational brand of The Independent Institute of Education (Pty) Ltd which is registered with the Department of Higher Education and Training as a private higher education institution under the Higher Education Act, 1997 (reg. no. 2007/HE07/002). Company registration number: 1987/004754/07

