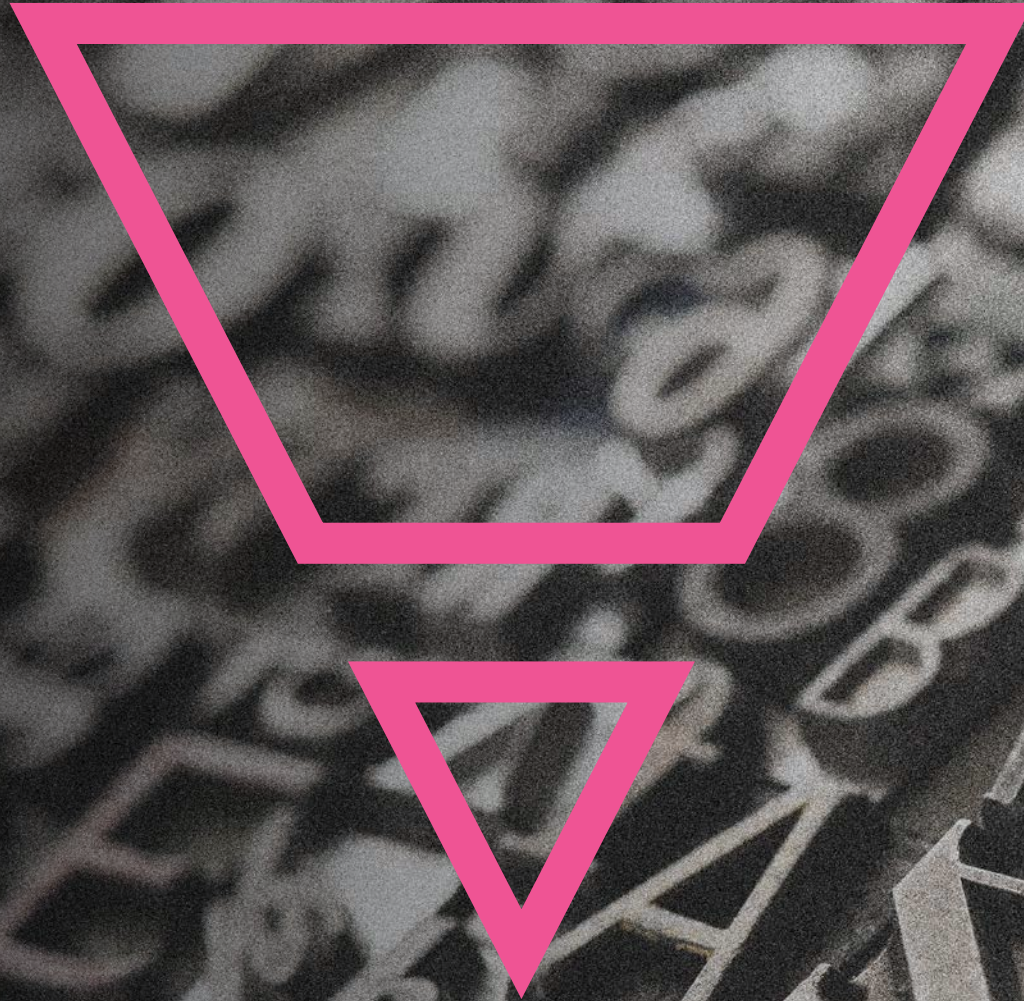


Don't settle.

Copywriting.



Design.

Brand.

Business.



IIE Bachelor of Arts in Copywriting

DEGREE

FULL-TIME

A unique discipline that is suited for those who love words, writing and creative communication—and possess a curiosity for human behaviour. These fields all form the backbone of exciting, original and memorable brand communications. If you are a gifted storyteller, endowed with an unlimited imagination as well as the courage to develop brave ideas, this might be the career opportunity you have been seeking. The IIE BA in Copywriting explores critical thinking and creative writing to develop comprehensive skills in copywriting and content creation. It focuses on fostering the crafting capabilities required to produce meaningful strategic messages and rewarding creative concepts for brand communication solutions.

vegaschool.com



BA in Copywriting (IIE)

3 YEARS FULL-TIME | NQF LEVEL 7 | 360 CREDITS | SAQA ID: 118401

Copywriters are big-picture thinkers who use the power of words and ideas to create persuasive and compelling communication and creative solutions for brands, based on insightful understanding of a specific target audience. As a result, there is a great demand for talented copywriters in the industry. Copywriting involves specialised writing and conceptual skills that are adapted to a range of media channels, including print advertising, television and video, radio, websites, social media, outdoor, mobile and many other digital marketing platforms. The unique fusion of critical thinking, complex problem-solving, creativity, branding and marketing sets IIE-Vega students apart, as strategic and entrepreneurial thinkers and leaders in industry. Our philosophy is to unleash the inherent creativity and confidence of our students whilst enhancing their design, business, research and academic skills, in an enriching and rewarding environment. As part of the experiential component of the qualification, students work in multidisciplinary teams, engaging in real-world brand activations and brand challenges. Action learning is rounded off with the option of an Industry Immersion programme with companies, agencies or consultancies to provide students with practical experience and potential employment opportunities. All students have unlimited access to LinkedIn Learning, the world's foremost repository of interactive digital media training.

Career opportunities

Copywriter | Creative Director | Content Writer | Content Strategist | Strategic Director | Social Media Manager | UX Writer | Brand Journalist | Digital Marketer | Online Community Manager | SEO Writer | Blogger

Modules

Year 1

Copywriting 1A & 1B
English for Copywriting 1
Creative Development 1
Digital Media for Copywriting 1
Critical Thinking and Media Studies 1
Brand and Marketing 1
Video and Photography 1

Year 2

Copywriting 2A & 2B
Collaborative Design and Copywriting 2A & 2B
Creative Development 2
Digital Media for Copywriting 2
Critical Thinking and Media Studies 2
Brand and Marketing 2

Year 3

Copywriting 3A & 3B
Collaborative Design and Copywriting 3
Digital Media for Copywriting 3
Brand and Marketing 3A: Strategy
Digital Brand Building
Introduction to Research
Brand Challenge

Please note

IIE-Vega does not require a portfolio as part of the application process to study design. Our primary focus is on how our students think and collaborate as creative solution seekers. The development of an industry-ready portfolio becomes a core focus once you enrol and engage hands-on with any of our creative programmes. You are welcome to make an appointment with your campus Contact Navigator if you are not sure which creative course would suit you best. Ideally you should attend one of our GenV workshops at any of our IIE-Vega campuses to explore the different programmes on offer.

Admission requirements

Minimum Admission Requirements		English
	NSC: Degree admission with	30% OR
	NC(V): Degree admission with	50% OR
	SC: Endorsement with	33.3%
	SC(a): Degree admission with	A minimum of 30% in LOLT in NSC/SC(a) OR with a min. of 33.3% in SC. OR
Alternatively, a cognate Higher Certificate or cognate 240 credit Diploma OR an Advanced Certificate OR 360 credit Diploma 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.
International	An USAf Exemption Certificate is required and meeting the relevant English requirements.	

Senate Discretionary Admission	Mature Age Exemption	Candidates having attained the age of 23 before or during the first year of registration with a Senior Certificate with a minimum of 40% in at least four higher or standard grade subjects, at least three of which shall have been passed simultaneously and one of which shall be a recognised higher grade subject; OR Candidates must have attained the age of 45 before or during the first year of registration. An USAf Exemption Certificate is required.
	Senate Discretionary Mature Age Admission for students with a Senior Certificate with endorsement	Candidates 23 years and older at point of registration, with an endorsed Senior Certificate can be accepted on a senate discretionary mature age admission. Their academic progress will be tracked and reported at Senate. An USAf Exemption Certificate is not required.
	Recognition of Prior Learning (RPL)	Where candidates do not satisfy the formal admission requirements for this qualification, The IIE may consider an admission application in terms of the Credit Accumulation and Transfer, Recognition of Prior Learning and Qualification Completion Policy (IIE010).
	USAf approved cognate foundation programme	Candidates who have completed an USAf approved cognate foundation programme from a registered and accredited provider may be admitted. An USAf Exemption Certificate is required - the Office of the Registrar will facilitate, on behalf of the student, an application for degree admission to USAf, once the student has provided proof of payment to USAf.
	Transfer students	Candidates who have successfully completed at least 120 credits on the first year of a cognate degree may be admitted. However, if a student completed less than 120 credits, the admission criteria on the NSC or equivalent apply.
	OQSF qualifications	Candidates with an OQSF Level 5 cognate qualification may be admitted, provided the OQSF qualification has at least 120 credits at NQF Level 5. An USAf Exemption Certificate is required - the Office of the Registrar will facilitate, on behalf of the student, an application for degree admission to USAf, once the student has provided proof of payment to USAf.

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.