

Don't settle.

Digital Marketing.



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.

Design.

Brand.

Business.

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BCom in Digital Marketing (IIE)

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

Accounting 1A
Business Management 1
Applied Communication Techniques
Introduction to Web Development
Accounting 1B
Introduction to Marketing Theory and Practice
Digital Marketing 1B
Introduction to Micro and Macro Economics

Year 2

Small Business Management
Digital Marketing 2A
Financial Management for Strategic Brand Management 2
Quantitative Techniques
Digital Marketing 2B
Project Management
Brand Activation
Data Analytics for Digital Marketing

Year 3

Digital Marketing 3A
Strategic Management
Introduction to Research
Digital Communication Law
Digital Marketing 3B
Digital Brand and Business Strategy
Research Practice
Brand Challenge

Admission requirements

Minimum Admission Requirements	English	Maths/HG	Math Lit/SG/Technical Maths	Notes
NSC: Degree admission with	30%	40% or	60%	
NC(V): Degree admission with	50%	50% or	60%	
SC: Endorsement with	33.3%	40% or	60%	
SC(a): Degree admission with		40% or	60%	A minimum of 30% in LOLT in NSC/SC(a) OR with a min. of 33.3% in SC.
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 Maths and English requirements.			

Senate Discretionary Admission	Mature Age Exemption	Senate Discretionary Mature Age Admission for students with a Senior Certificate with endorsement	Recognition of Prior Learning (RPL)	USAf approved cognate foundation programme	Transfer students	OQSF qualifications
	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.	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.	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).	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.	Candidates who have successfully completed at least 120 credits on the first year of a cognate degree may be admitted. The additional Maths/Math Lit criteria falls away. However, if a student completed less than 120 credits, the admission criteria on the NSC or equivalent apply.	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.