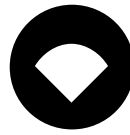


For the creators.



Digital Marketing.



IIE Higher Certificate in Digital Marketing

Certificate
IIE Distance (Online)

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.

Design.
Brand.
Business.



IIE Higher Certificate in Digital Marketing

1 Year IIE Distance (Online) | NQF Level 5 | 120 Credits | SAQA ID: 111345

Career opportunities

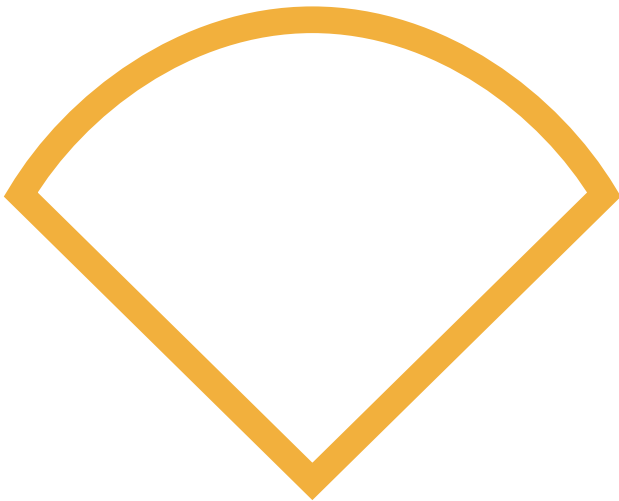
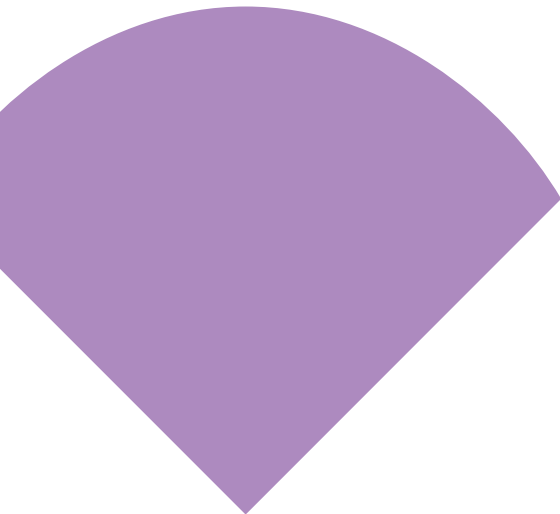
Digital Marketing Assistant | Digital Marketing Administrator | Email Marketing Assistant | Email Marketing Administrator | E-commerce Assistant | E-commerce Administrator | Social Media Consultant | Social Media Administrator

Modules

Year 1					
Semester 1			Semester 2		
Code	Module Name	Credits	Code	Module Name	Credits
DIAL5111	Digital and Academic Literacies	15	DIGM5112	Digital Marketing 1B	15
DIGM5111	Digital Marketing 1A	15	IWED5112	Introduction to Web Development	15
IQTT5111	Introduction to Quantitative Thinking and Techniques	15	MACE5112	Marketing in the 21st Century	15
MART5122	Marketing 1	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% OR
	NC(V): HC pass with	40% OR
	SC: (without endorsement)	33.3% OR
	SC(a): HC pass with	A minimum of 30% in LOLT in NSC/ SC(a) OR with a min. of 33.3% in SC. OR
	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.

What you need in terms of technology, time and materials

- A reliable internet connection (we recommend 5-10GB of data per month), your own device with at least Windows 7 (Microsoft Office 365 is available as a free download for IIE students), and Google Chrome, Microsoft Edge Chromium or Firefox.
- Prescribed textbooks are available for online purchase.
- Distance students need to commit to approximately 20-25 hours a week for distance engagement (most of which is after hours) with material and assessments to succeed.
- All final semester exams need to be written at an IIE campus or other approved exam centre.

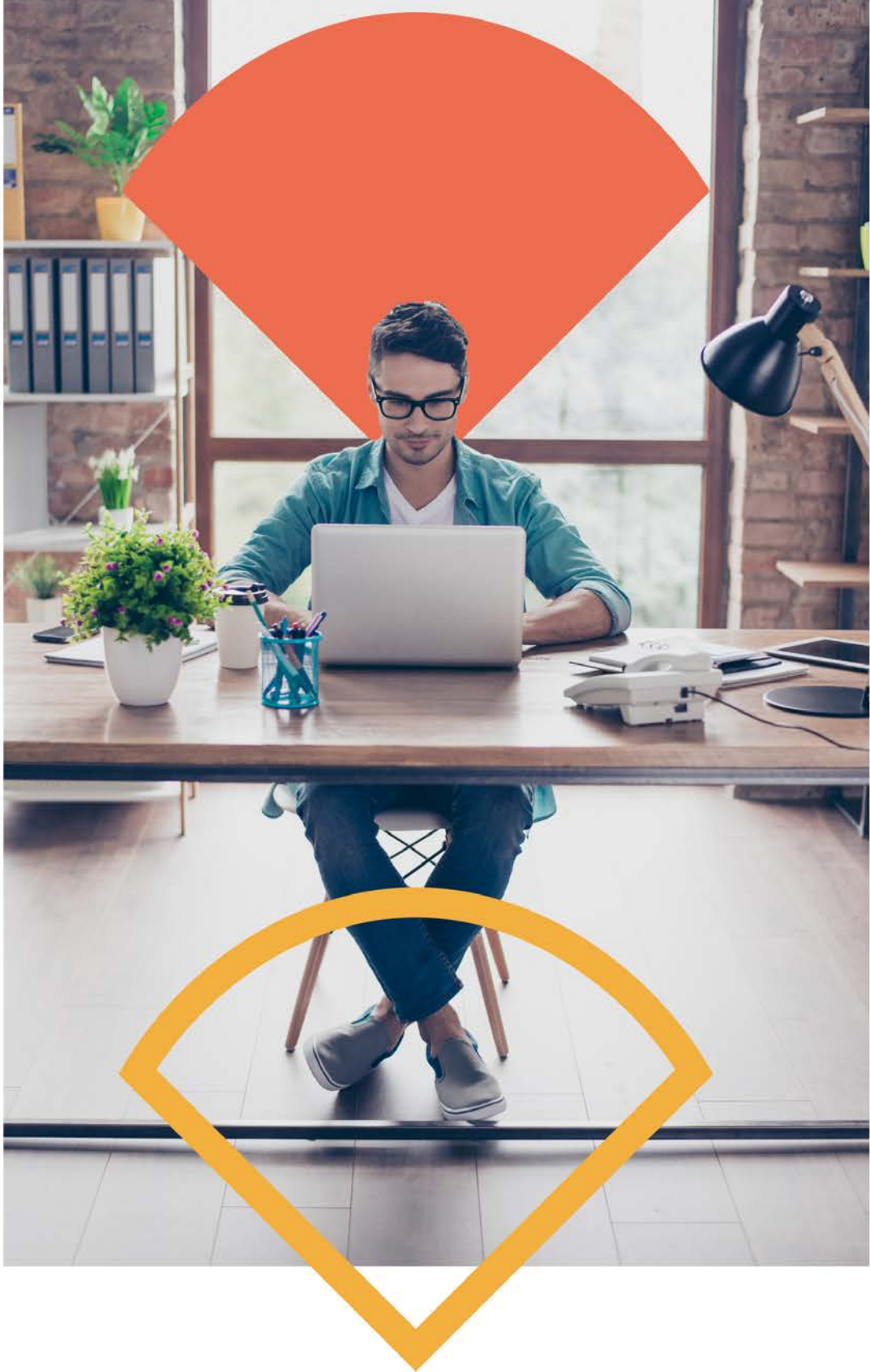
Please note synchronous sessions generally take place after hours.

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.



**For the
creators.**

vegaschool.com

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