

**For the
creators.**

Copywriting.



IIE Bachelor of Arts in Copywriting

Degree Full-Time

Intelligent communicators have the power to transform complex messages into simple stories and meaningful connections. Now the world of digital communication allows these messages to be shared across an array of channels, all reflecting a unique application of words, visuals, sounds and interactive experiences. The IIE BA in Copywriting targets those with a love of language, big ideas, social trends, and a deep-set curiosity for the way people think and behave. This degree develops competencies in writing and producing content for social media, websites, mobile, YouTube, TikTok, radio, podcasts, print advertising, or whatever channel best connects with the chosen target audience.

Copywriters are big-picture thinkers and insightful communicators, with the skills to create compelling creative narratives and strategic solutions that make a positive change, build brands and improve the lives of people around the world. As a result, there is a significant demand for talented copywriters in the industry. 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.

vegaschool.com

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**Design.
Brand.
Business.**





IIE Bachelor of Arts in Copywriting

3 Years Full-Time | NQF Level 7 | 360 Credits | SAQA ID: 118401

The IIE BA in Copywriting explores conceptual thinking and creative writing to develop comprehensive skills in copywriting and digital content creation. It fosters the capabilities to craft meaningful strategic messages and rewarding creative concepts for brand communication solutions. The unique fusion of critical thinking, creativity and marketing sets IIE-Vega students apart, as strategic and entrepreneurial thinkers and leaders in industry. Our philosophy is to unleash the inherent creativity 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 challenges.

Modules

| Year 1 | | | | | |
|------------|--|---------|------------|--|---------|
| Semester 1 | | | Semester 2 | | |
| Code | Module Name | Credits | Code | Module Name | Credits |
| CRST5121 | Critical Thinking and Media Studies 1 | 15 | BRST5121 | Brand and Marketing 1 | 15 |
| CRDE5111 | Creative Development 1 | 15 | COWR5122 | Digital Communication and Copywriting 1B | 15 |
| COWR5121 | Digital Communication and Copywriting 1A | 15 | DMCW5112 | Digital Media for Copywriting 1 | 15 |
| ENCW5111 | English for Copywriting | 15 | VIPH5112 | Video and Photography | 15 |

| Year 2 | | | | | |
|------------|--|---------|------------|--|---------|
| Semester 3 | | | Semester 4 | | |
| Code | Module Name | Credits | Code | Module Name | Credits |
| CRDE6211 | Creative Development 2 | 15 | BRST6222 | Brand and Marketing 2 | 15 |
| COWR6221 | Digital Communication and Copywriting 2A | 15 | CDCW6212 | Creative Collaboration 2B | 15 |
| DMCW6211 | Digital Media for Copywriting 2 | 15 | COWR6222 | Digital Communication and Copywriting 2B | 15 |
| CDCW6211 | Creative Collaboration 2A | 15 | CRST6222 | Critical Thinking and Media Studies 2 | 15 |

| Year 3 | | | | | |
|------------|--|---------|------------|--|---------|
| Semester 5 | | | Semester 6 | | |
| Code | Module Name | Credits | Code | Module Name | Credits |
| BRST7311 | Brand and Marketing 3A: Strategy | 15 | COWR7322 | Digital Communication and Copywriting 3B | 15 |
| INRS7321 | Introduction to Research | 15 | DIBB7322 | Digital Brand Building | 15 |
| COWR7321 | Digital Communication and Copywriting 3A | 15 | DMCW7312 | Digital Media for Copywriting 3 | 15 |
| CDCW7311 | Creative Collaboration 3 | 15 | XBRC7322 | Brand Challenge | 15 |

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

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.

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 BA in Copywriting enables you to progress into the IIE BA Honours in Design Leadership delivered at IIE Vega, subject to meeting the admission requirements.

Admission requirements

| Minimum Admission Requirements | | English | Notes |
|--------------------------------|---|--|--|
| | NSC: Bachelor pass with | 30% OR | A minimum of 30% in LOLT in NSC/SC(a) OR with a min. of 33.3% in SC. |
| | NC(V): Bachelor pass with | 50% OR | |
| | SC: Endorsement with | 33.3% | |
| | SC(a): Bachelor pass with | | |
| | International | An USAf Exemption Certificate is required and meeting the relevant 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.