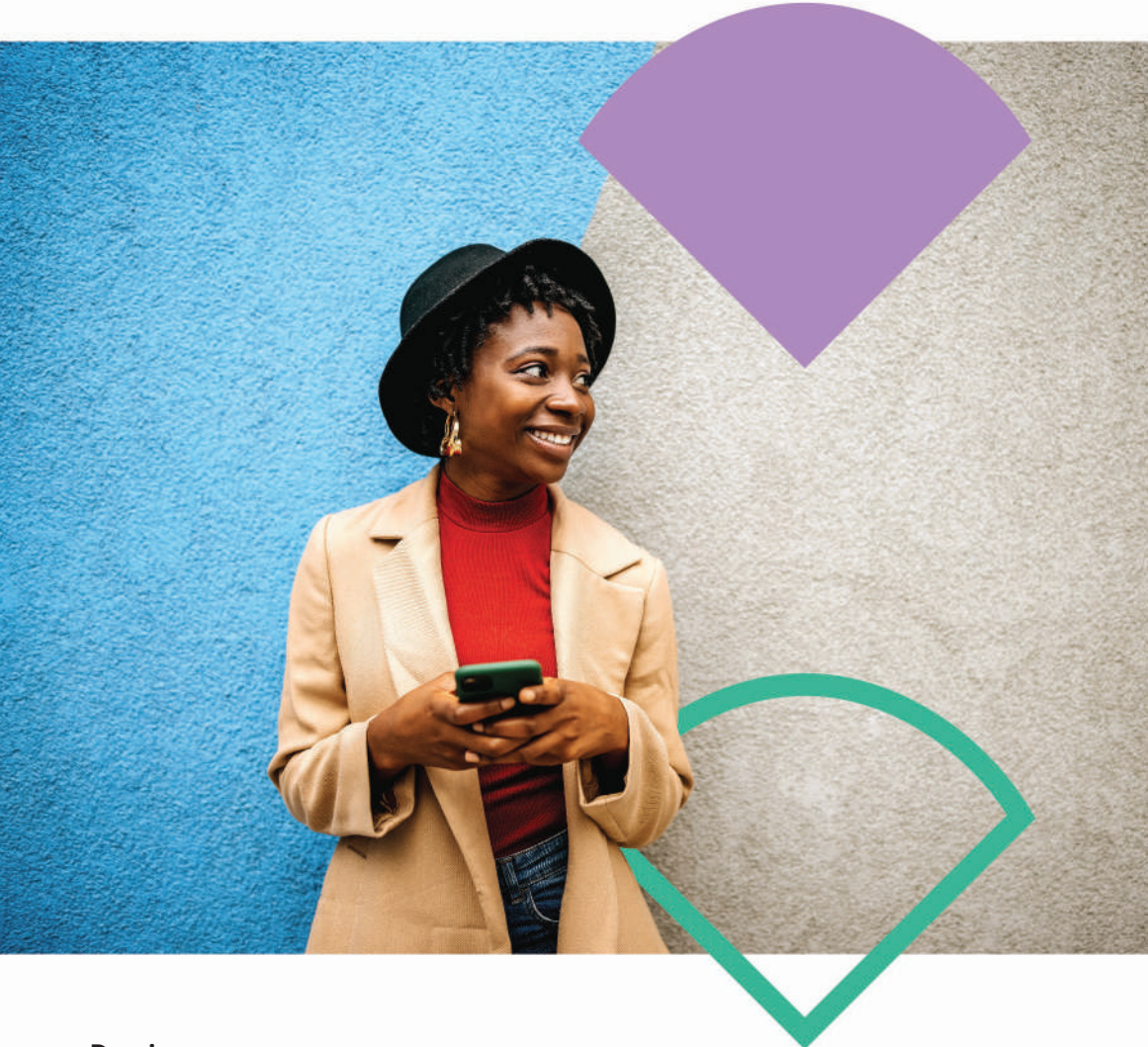


**For the
creators.**

Digital Marketing.



**Design.
Brand.
Business.**



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.

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IIE Bachelor of Commerce in Digital Marketing

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

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
INRS7321	Introduction to Research	15	REPR7312	Research Practice	15
STMA7311	Strategic Management	15	XBRC7322	Brand Challenge	15

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

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 pass with	30%	40% or	60%	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%	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.

