

For the creators.



Digital Marketing.



IIE Higher Certificate in Digital Marketing

Certificate
Distance

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 Distance | 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

- The appropriate technology equipment and tools are essential to succeed in distance study.
- A reliable internet connection (we recommend 5-10 GB of data per month), your own device with at least Windows 8 or macOS 10.15 (Microsoft Office 365 is available as a free download for IIE students), and Google Chrome, Microsoft Edge Chromium or Firefox.
- An uninterrupted power supply is also highly recommended.
- 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.

Examination centre options for assessments written on campus

- From 2024, we are planning to potentially enable you to write some of your exams online, which will be invigilated.
- Your device needs to fulfil the minimum requirements as above with internet connectivity, a working webcam and audio recording ability, with battery life sufficient for the exam duration in case of power outage once the exam has started.
- Whilst Android devices and tablets can be used for your studies, they cannot be used for online exams.
- You are responsible for making contingency plans in case of planned power outages.
- You need to be alone in a quiet environment for writing your exams online.
- Selected final semester exams as indicated on your Programme Assessment Schedule (PAS) may be written online, at an IIE campus, or at an approved exam centre where appropriate.

Where assessments cannot be written online or students do not have access to an appropriate device

- For students based in South Africa, online students may select any campus of The IIE's Varsity College, Rosebank College, Vega, or IIE MSA as their Examination Centre.
- An alternative examination centre is only permissible for students studying abroad and those located in a province of South Africa where there is no IIE campus. If there is no IIE campus within reach, an alternative venue will need to be sourced by you. For non-IIE venues, there is an alternative venue levy per module.



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