

STADIO

HIGHER EDUCATION

SCHOOL OF COMMERCE

BACHELOR OF COMMERCE IN DIGITAL MARKETING

NQF 7 | 370 CREDITS | SAQA ID: 117889 | 3 YEARS | MODE: CONTACT LEARNING

CAMPUSES: BELLVILLE (CAPE TOWN) & CENTURION (PRETORIA)

CAREER OPPORTUNITIES

- SEO SPECIALIST
- CONTENT STRATEGIST
- WEBSITE DEVELOPER
- EMAIL MARKETER
- PAID ADS SPECIALIST

DESCRIPTION

The programme addresses human resource development and capacity building needs of the country. It is becoming a necessity to offer formal education and training at an advanced level in digital marketing and e-commerce. It evolves around the rapid growth of the Internet and its impact on marketing as well as global communication today. Digital marketing has become a primary method in which companies and organisations service as well as engage with their customer base. New modes of marketing are being explored and developed where modern information and communication technologies (ICTs) play a central role. Consequently, the reliance on digital marketing continues to grow. The demand for qualified digital marketers is outstripping supply. In South Africa formal tertiary education opportunities in this field is very limited. The current employability trends indicate high employability potential for those undertaking and successfully completing a qualification in the digital marketing field. We believe by taking on this journey with a qualification in Bachelor of Commerce in Digital Marketing (NQF 7), your potential for work-readiness success is imminent.

ARTICULATION POSSIBILITIES

After successful completion of the Bachelor of Commerce in Digital Marketing (NQF 7), the student may articulate to a postgraduate diploma or honours degree, such as the STADIO Bachelor of Commerce Honours in Business Marketing.

MODE OF DELIVERY - CONTACT LEARNING (BLENDED CONTACT)

The programme is offered in STADIO's **Blended Contact** mode of delivery. Contact learning is aimed at students who want to attend venue-based face-to-face classes at one of STADIO's campuses. The Blended Contact mode combines classroom and online learning and teaching in a manner that includes some flexibility, while optimising the time students spend on campus. Based on the nature of the module, each module utilises a unique combination of the following learning settings:

- **Classroom:** Classroom sessions involve learning by doing, debating, arguing, trying, experimenting, practising, analysing, and sharing — all the skills students will need when they enter the world of work. Students will have the opportunity to contribute to the learning process and at the same time they will learn from the contributions of their fellow students. Class attendance of venue-based sessions is compulsory.
- **Synchronous online:** These are live online teaching sessions facilitated by a range of lecturers from different campuses. STADIO believes in encouraging students to think and engage laterally and to consider different perspectives and this is what students will get from having different experts share their knowledge with them. Students will be advised of the date and time of the session at the start of the semester, and they may connect from the comfort of their home, or from any other venue. They may also come to campus to make use of the campus Wi-Fi to join these sessions. Some of the live online sessions may be recorded, while others will not. It depends on the nature of the session and the lecturer will advise students beforehand. The lecturer will also use these sessions for group work and for discussions. These sessions are also compulsory, as they are an integral part of the teaching programme.
- **Asynchronous online:** These are recorded lectures which students will watch in their own time, but within the timelines provided in the course environment. In these short sessions, the lecturers will explain the theoretical concepts and they will work through examples, etc. Students enjoy the benefit of watching these important sessions repeatedly during the semester, as they prepare for their assessments.

Students will find a detailed timetable indicating the combination of sessions on the learning management system (Canvas) at the start of the semester. This will enable them to plan their schedule ahead of time, and to optimise travelling arrangements to and from the campus.

Contact learning is suited to students who are able to attend and are interested in participating in face-to-face classes on a physical campus and who want to become part of a campus community with all the activities that go with being on the campus. It is important to realise that class attendance is compulsory and students must commit to regularly attend classes on campus if they want to be successful and derive the best benefits of contact learning.

OUTCOMES

1. Comprehend relevant digital marketing principles, concepts and processes.
2. Comprehend the key areas of advertising and promotion as part of an integrated approach to digital marketing communications.
3. Comprehend the complex digital marketing mix including the spheres of social media, search engine marketing, mobile marketing and online Public Relations (PR).
4. Understand the impact of the Internet on the variables and situations that influence customer buying behaviour.
5. Apply knowledge of different areas of digital marketing in an integrated manner.
6. Comprehend the principles, scope and strategic processes of entrepreneurship.
7. Comprehend current trends and issues in the evolving area of digital marketing communication.
8. Conduct scientific research.

ADMISSION REQUIREMENTS

- a **Senior Certificate (SC) with degree endorsement;**
- a **National Senior Certificate (NSC) with a minimum of 50% in four NSC 20-credit subjects and minimum of 30% in English Home Language or First Additional Language;** or
- a **National Senior Certificate – Vocational Level 4 (NC(V)) with a minimum of 60% in three fundamental subjects, including English; and a minimum of 70% in three vocational subjects;** or
- **A cognate Higher Certificate on NQF 5 OR Advanced Certificate on NQF 6 or Diploma on NQF 6.**

SPECIFIC REQUIREMENTS

MINIMUM SYSTEM REQUIREMENTS:

- **Reliable broadband Internet access (Wi-Fi available at all our campuses, but you may prefer access from home as well)**
- **Firefox/Internet Explorer/Chrome web browser**
- **Microsoft Word**
- **PDF Viewer**
- **Ability to scan and upload documents**
- **Email/cellphone for notification and communication**

ACCESS TO TECHNOLOGY:

STADIO provides students with materials, resources, assessments (including online tests and quizzes), as well as discussion opportunities and a number of administrative services via its student administration and learning environments. Having access to the above online facilities is essential for efficient communication, learning and success. You will need continuous access to study, using the resources mentioned above, and to access and submit some assessments.

STUDENT SUPPORT FOR CONTACT LEARNING STUDENTS

C4SS - CENTRE FOR STUDENT SUCCESS

The Centre for Student Success supports students with academic, psychological and financial wellness.

SSS - STUDENT SUPPORT SERVICES

Student Support Services is the first port of call for all student queries and requests, they can channel your requests to the right individuals.

CURRICULUM OUTLINE

YEAR	1st YEAR	2nd YEAR	3rd YEAR
Compulsory (All)	Business Communication BCU101 (15 credits)	Academic Literacy AL21 (5 credits)	Consumer Behaviour 2 CB32 (25 credits)
	Business Marketing MMB12 (20 credits)	Consumer Behaviour 1 CB21 (10 credits)	Digital Marketing Systems 3 DMA32 (25 credits)
	Business Mathematics BMA152 (10 credits)	Digital Marketing Systems 2 DMA23 (30 credits)	Introduction to Research RES372 (15 credits)
	Digital Marketing 1 DMB12 (15 credits)	Macro Economics MA22 (15 credits)	Strategic Marketing Planning SP32 (25 credits)
	Entrepreneurship FE12 (15 credits)	Marketing Management in Context MC22 (15 credits)	Work-Integrated Learning WI33M (35 credits)
	Financial Accounting FA13 (25 credits)	Marketing Planning MP22 (15 credits)	
	Fundamentals of Economics FEC12 (15 credits)	Marketing Practice 2 MPR22 (15 credits)	
	Marketing Practice 1 MAP11 (10 credits)	Micro Economics MI22 (15 credits)	
CREDITS PER YEAR	125	120	125

MODULE DESCRIPTIONS

ACADEMIC LITERACY

This module equips students with the necessary basic knowledge, understanding and skills that they should apply across all other modules during the completion and presentation of assignments. The content is structured around the following key themes: analyse an assignment topic, planning the first draft, using the correct vocabulary and tenses, formulating a paragraph, avoiding plagiarism, citing and referencing sources as well as correctly and professionally delivering a presentation.

BUSINESS COMMUNICATION

Effective business communication is critical in the professional environment. Business communication requires the ability to handle a variety of situations independently or in collaboration with colleagues. This module is aimed at the understanding and application of effective communication in the business environment. It introduces both written and spoken communication skills to students to build their confidence in delivering clear and logical messages to their audience. The acquisition of communication skills will enable students to benefit fully from further education and training in their business careers.

BUSINESS MARKETING

This module introduces students to the fundamental concepts and principles that underpin the marketing process. In particular, it gives a concise and contemporary overview of marketing, and examines the role and practice of marketing within the changing business environment, the marketing process, segmentation, targeting and positioning, and the extended marketing mix, as well as different marketing segments and contexts are explored.

BUSINESS MATHEMATICS

This is a foundation-level module that aims to provide students with an understanding of and an ability to apply a range of mathematical techniques to real-world situations in a quantitative manner. The competencies gained in this module will be required in most other modules in the B.Com degree.

CONSUMER BEHAVIOUR 1

This module will enable students to understand the purchase decision-making process and to recognise the variables and situations that influence customer buying behaviour. Understanding and further meeting customer needs and wants is key in the overall success of the marketing process.

CONSUMER BEHAVIOUR 2

The aim of this module is to enable students to understand the purchase decision-making process and to recognise the variables, situations (consumer versus organisational) and factors (individual versus group) that influence customer buying behaviour. The module aims to provide students with the insight to critically evaluate the marketing implications and integrate consumer behaviour theory in practice. This module will enable students to demonstrate integrated knowledge and understanding purchase decision-making process and to recognise the variables and situations that influence customer buying behaviour.

DIGITAL MARKETING 1

The aim of this module is to enable students to understand the digital marketing systems. It covers vital issues in digital marketing such as the digital marketing landscape, understanding the nature of digital natives and immigrants, as well as the transformation of marketing through a variety of digital platforms. It further looks into the current legal practices in the digital world that can affect a digital marketer's strategies.

DIGITAL MARKETING SYSTEMS 2

This module is demarcated into three core parts. The 1st section focuses on digital marketing communication by introducing content marketing, social media channels as well as platforms and online reputation management. The 2nd section equips the student with the employable knowledge of current trends and issues in the evolving area of digital marketing communication, online PR and reputation management, and email marketing. The 3rd section equips the student with knowledge of the core concepts of search engine marketing, organic search, paid search, and practical application of SEM skills.

DIGITAL MARKETING SYSTEMS 3

The 1st section of this module is to assist with the understanding of digital marketing optimisation through digital marketing and web analytics. It will provide knowledge on digital marketing performance, web analytics, key digital marketing metrics and Google Analytics. The importance of online copywriting as well as online Public Relations as essential components of a holistic online experience.

The 2nd section of this module is to enable students to compile and execute a detailed digital marketing strategy. Knowledge on setting digital goals, targets and budget should be evident.

MODULE DESCRIPTIONS

ENTREPRENEURSHIP

This module assists students to explore the unique characteristics of an 'Entrepreneur' as an individual who seizes opportunities to develop new products and services that satisfy the multiple needs of consumers with limited resources. This module finally introduces the student to the requirements of a structured 'mini-business plan.' The role of women as emerging entrepreneurs is also highlighted, accompanied with base-line knowledge of the advantages and disadvantages of the existing legal business forms available to entrepreneurs in South Africa.

FINANCIAL ACCOUNTING

This module serves as an intermediate introduction to financial accounting. It provides the student with an orientation to core concepts, principles and processes, combined with the basic concepts and principles of financial accounting. In particular, attention is paid to the recording of transactions from source documents into subsidiary journals and the general ledger, reconciliations and financial reporting using financial statements, notes and adjustments.

FUNDAMENTALS OF ECONOMICS

The module aims to introduce students to introductory concepts and practices in micro and macroeconomics, that are fundamental concepts that uncover economic indicators. Introduction to economics covers the basics of economics, economic systems and microeconomic theory. The basics of macroeconomic theory, such as economic growth, unemployment, inflation, interest rates, the national budget and international trade are also explored.

INTRODUCTION TO RESEARCH

This module serves as foundation to research with the emphasis on fundamental knowledge and conceptual understanding. In particular, the student will obtain knowledge of the principles, concepts and processes pertaining to scientific research, types of research, as well as common aspects in the execution of a research assignment, such as problem identification, motivation of the study, formulating a hypothesis, research aim and objectives, selecting suitable methods, planning and preparing the research action, as well as the gathering of data, and performing analysis and interpretation of results leading to a research report, both in written format and by way of a verbal presentation.

MACRO ECONOMICS

This module builds on and integrates previous knowledge of Fundamentals of Economics.

The objective of this module is to further study practices in macroeconomics. The basics of macroeconomic analysis as well as the structure and operation of the economy is explained through the role of macroeconomic theory such as economic growth, unemployment, inflation, interest rates, the national budget, international trade and economic growth and business cycles.

MARKETING MANAGEMENT IN CONTEXT

This module equips the student with knowledge of contextual issues related to marketing management. The student will develop an understanding of the complex and diverse environment of marketing by focusing on relationship marketing, marketing in non-traditional contexts, the extended marketing mix in the service sector as well as ethics and social responsibility in marketing context.

MARKETING PLANNING

This module equips the student with knowledge of contextual issues related to marketing planning. The student will develop an understanding of the complex and diverse scope of marketing by focusing on environment and competitive auditing, the barriers to marketing planning, the marketing role of a plan including product strategy, pricing strategy, distribution strategy, the communication strategy and the implementation and review of the marketing performance.

MARKETING PRACTICE 1

This module will equip students with a comprehensive understanding of the key areas of advertising and promotion as part of an integrated approach to marketing communication. Students will develop the ability to determine specific promotional activities in response to target audience and other stakeholders' characteristics and needs. Specific attention is also paid to the role of below-the-line techniques, selected above-the-line techniques (including various through-the-line techniques) and how they are used as well as the integrated promotional strategy.

MODULE DESCRIPTIONS

MARKETING PRACTICE 2

The 1st section of the module deals with brand management. The student will gain an understanding of why brands are so important and what they represent to consumers. It will also examine how firms should manage these valuable assets. The specific aspects explored in this module include brands and brand equity, customer-based equity, brand elements and brand identity, the system of brand management, new products and brand extensions, as well as corporate branding. The 2nd section of this module will equip students with knowledge of exhibitions and trade shows as well as exhibition objectives and exhibition trends.

MICROECONOMICS

This module builds on and integrates previous knowledge of Fundamentals of Economics. The objective of this module is to introduce students to various concepts and practices in microeconomics. The basics of microeconomic analysis as well as the structure and operation of the economy is explained through the role of microeconomic theory including the price mechanism, consumer and producer equilibrium, market structure models and the labour market.

STRATEGIC MARKETING PLANNING

This module builds on and integrates previous knowledge of marketing, including Business Marketing, Marketing Practice and Marketing Planning. In particular, it equips the student with knowledge to apply and evaluate analytical tools in the development of strategic marketing plans and strategies. An organisation needs a reference point for decision making that can be provided by the strategy and the planning process involved in designing the strategy. A strategic role for marketing in strategic planning is the management of the markets to be served, how competition is handled and the timing of market entry or exit.

WORK-INTEGRATED LEARNING

WIL offers a student the holistic approach to education by applying all module content through integrating tasks being performed. The student develops the skills required from the industry. It will be expected of the student to perform on higher order thinking levels e.g. evaluation, analysis and synthesis in the industry. It is expected of the student to make recommendations on improvements in departments of the host company. WIL is not restricted to practical application of knowledge but could include work-simulated assignments.

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