

# STADIO

## HIGHER EDUCATION

### SCHOOL OF COMMERCE

#### HIGHER CERTIFICATE IN DIGITAL MARKETING PRACTICE

NQF 5 | 129 CREDITS | SAQA ID: 117860 | 1 YEAR

CAMPUSES: BELLVILLE & CENTURION

##### CAREER OPPORTUNITIES

- SOCIAL MEDIA ASSISTANT
- ONLINE CONTENT DEVELOPER
- JUNIOR DIGITAL MARKETER
- JUNIOR DIGITAL BRAND DEVELOPER

##### DESCRIPTION

The Digital Marketing Practice programme develops the student's ability to meet the branding, advertising, public relations and the social media management needs of their clients. Growing any platform today relies on knowing how to reach the target audience. Digital marketing reaches large audiences through social media platform, websites and email. The factors making this method of marketing popular are that it is cost-effective and measurable. It is estimated that 42% of our current population is active on social media every day, thus creating a significant opportunity for young students' to grow brands and companies. The topics covered are integrated to deliver comprehensive content which builds the student's knowledge and skill of online marketing. It is evident that students who are drawn to digital marketing are actively using this form of communication and have an affinity to reach out to people through valuable digital impressions.

## 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. Demonstrate the ability to manage, administer and monitor selected activities and aspects of an organisation's social media pages and publish new content.
2. Demonstrate an understanding of the preferred communication methods of technologies of different market segments.
3. Demonstrate the ability to produce and manipulate basic graphic imagery.
4. Demonstrate the ability to present and communicate information reliably and appropriately in a business environment.

## ADMISSION REQUIREMENTS

- a **Senior Certificate (SC)**;
  - a **National Senior Certificate (NSC)**; or
  - a **National Senior Certificate – Vocational Level 4 (NC(V))**,
- with
- a **minimum of 30% in First Additional Language or 40% in English Home Language**

## ARTICULATION POSSIBILITIES

On successful completion of the Higher Certificate in Digital Marketing Practice (NQF 5), the student may articulate to a bachelor's degree or diploma, such as the STADIO Bachelor of Commerce in Digital Marketing.

## 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.

### THE BUDDY PROGRAMME

The Buddy programme exists to help first year students to make the transition between secondary and tertiary studies.

## CURRICULUM OUTLINE

YEAR	1st YEAR
Compulsory (All)	Academic Literacy HCAL (6)
	Brand Communication HCBC (12)
	End User Computing EUC 152 (10)
	Consumer Buying Behaviour HCBB (18)
	Fundamentals of Image Manipulation ISSI12 (5)
	Design Practice HCDP (16)
	Digital Marketing Practice HCDMP (18)
	Marketing Principles & Practice HCMPP (12)
	Digital Marketing Fundamentals HCDMF (18)
	Work Integrated Learning HCEXL (14)
CREDITS PER YEAR	129

## MODULE DESCRIPTIONS

### ACADEMIC LITERACY

This module prepares students to enter the world of work as digital media practitioners by providing them with various learning opportunities. This module relies on the students' commitment to understanding, practising and internalising the literacy skills learned. Academic Literacy aims to develop the students' literary processes to the practice of reading, writing, communicating and citing researched texts in a manner that is coherent, competent, ethical and consistent with accepted academic and industry practices.

### BRAND COMMUNICATION

Brand Communication will develop the student's understanding of digital branding and its impact on marketing decisions. In business, effective communication relies on an understanding of the roles and functions of brand communication in the context of brand building. This module offers foundational knowledge of the various elements of branding; how to package a brand; how to position a brand; planning, leveraging, extending and evaluating the brand.

# MODULE DESCRIPTIONS

## END USER COMPUTING

End user computing includes an online training component which allows student to practice simulated MS Office tasks at their own pace, supported by integrated feedback which helps them to identify and remedy their mistakes; and an assessment component which will count towards their overall module result. Students will also complete several assignments in which they will be expected to apply the MS Office tools that they have practiced in the online environment.

## CONSUMER BUYING BEHAVIOUR

The content covered in Consumer Buying Behaviour is based on the study of consumerism in the online or digital space. Students will explore the different marketing tools, within both the traditional and conventional paradigms of marketing to manipulate consumer behaviour. Students will develop their awareness of the value that consumers place on products; the importance of market segmentation; and how consumers go about the decision-making process.

## DESIGN PRACTICE

Design Practice introduces students to the foundational concepts of design and its role in visual communication and digital marketing. It is important to have a foundational understanding of the principles of design as these assist in communicating clearly and reaching marketing objectives. The purpose of this module is for the student to originate imagery that is suitable to the brand and its visual identity while addressing the relevant target audience.

## DIGITAL MARKETING PRACTICE

Digital Marketing Practice explores the current digital environment and employs an omnichannel approach to branding, public relations and social media management. Creating content for social media platforms, websites, blogs, apps and emails needs to be considered for online audiences, which is different to paper-based formats. It provides guidelines on the possibility of a career as a media supervisor, search engine writer, junior digital analyst, copywriter, content practitioner or digital public relations practitioner.

## DIGITAL MARKETING FUNDAMENTALS

This module will introduce several aspects of digital marketing, its principles and practices, and a variety of different approaches to digital marketing. Students will learn to apply conventional marketing principles in the digital world. The module content covers the role of digital marketing and the implementation of the digital marketing plan.

## MARKETING PRINCIPLES AND PRACTICE

This module offers a basic overview of important terminology and concepts used in marketing. Marketing Principles and Practice introduces the students to the important marketing concepts such as pricing, consumer behaviour, as well as service and digital marketing.

## WORK INTEGRATED LEARNING

Work-integrated learning (WIL) provides real-world experiences and is a platform for growth and personal development. Students are exposed to real-life briefs and scenarios that require problemsolving through applying the relevant subject knowledge and skills to reach a solution. WIL promotes the internalization of skill and knowledge and enables students to apply what they have learned in the context of a digital marketer.

## FUNDAMENTALS OF IMAGE MANIPULATION

The five credits allocated towards a discipline-specific application in the HCDMP (Higher Certificate in Digital Marketing Practice) will introduce students to Adobe® Photoshop software. These five credits will cover an introduction and navigation of the interface, the essential tools and the fundamental skills needed to apply basic modifications to an image for digital or print using Adobe® Photoshop. These abilities will enable students to become acquainted and comfortable with the software and the necessary tools to alter an image in a new or existing file.

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FEES & PAYMENT  
OPTIONS



PRESCRIBED  
TEXTBOOKS



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