

**CAMPUSES**

CENTURION (PRETORIA)

## DESCRIPTION

The Bachelor of Commerce Honours degree provides students with advanced knowledge and skills in a specific field of study. It focuses on specialised coursework, critical analysis, and research within a chosen discipline. The qualification serves as a pathway to further postgraduate studies, such as a Master's degree, as well as entry into professional fields requiring advanced expertise. It enhances research, technical, and strategic thinking abilities, enabling learners to navigate technological, economic, and sustainability challenges in the modern commercial environment.

## ADMISSION REQUIREMENTS

- A Bachelor of Commerce degree (NQF 7); **OR**
- A Bachelor of Business Administration degree (NQF 7); **OR**
- Equivalent qualification at NQF 7, subject to a STADIO institutional equivalence assessment and possible completion of bridging modules or a bridging programme (For the Digital Marketing Major, pre-knowledge of the field at NQF 7 is required)


*Applicants not meeting the criteria but with relevant work experience may apply via Recognition of Prior Learning (RPL). A maximum of 10% per cohort may be admitted through RPL.*




Scan to learn more:



**OTHER ACCESS PATHWAYS**



Scan to learn more:



**MATURE AGE EXEMPTION**

## MINIMUM SYSTEM REQUIREMENTS

- Wi-Fi: Reliable broadband Internet access (Wi-Fi is available on all of our campuses, but you may prefer access from home as well).
- Web browser: Edge/Chrome/Safari/Opera/FireFox.
- Computer/Laptop: A current Windows or Apple Mac computer/laptop capable of running the Office 365 software. Office 365 includes Word, Excel, PowerPoint and Outlook.
- PDF Viewer: The free Adobe Acrobat software.
- Scanning documents: Ability to scan and upload documents (typically from your cellphone or smartphone).
- Email/cellphone for notification and communication.
- Communication: A cellphone or smartphone for receiving notifications and communication.

## ARTICULATION POSSIBILITIES

### Horizontal:

- BCom Honours in Business Management (NQF 8)
- BCom Honours in Management (NQF 8)
- BBA Honours (NQF 8)

### Vertical:

- Master of Commerce (NQF 9)
- Master of Management (NQF 9)

# CURRICULUM OUTLINE

MAJORS	
DIGITAL MARKETING	GENERAL

MAJORS		1st YEAR	
<b>DIGITAL MARKETING</b>  The STADIO BCom Honours degree with a major in Digital Marketing develops advanced expertise in market research, data analytics, and digital marketing strategies. You will learn to leverage business intelligence and digital platforms to design, implement, and evaluate innovative marketing campaigns. With a strong focus on research and application, you will be equipped to navigate the rapidly evolving digital economy, enabling you to build brand value, engage customers, and drive business growth ethically and sustainably.	SEM 1	Contemporary Commerce Challenges Market Research and Analysis Research Project A	CCC182 (20 credits) MRA182 (20 credits) RPA182 (10 credits)
	SEM 2	Advanced Digital Marketing Business Intelligence and Data Analytics Capstone Project Research Project B	ADM182 (20 credits) BID182 (20 credits) CSP182 (10 credits) RPB182 (20 credits)
<b>GENERAL</b>  The STADIO BCom Honours degree with a General major provides students with a broad and versatile understanding of advanced commerce concepts. You will gain knowledge and skills in market research, business intelligence and data analytics, and financial performance management. This pathway equips you with a flexible skill set to operate across multiple disciplines, making you adaptable in diverse business environments and well-prepared for leadership roles that require strategic decision-making across functional areas.	SEM 1	Contemporary Commerce Challenges Market Research and Analysis Research Project A	CCC182 (20 credits) MRA182 (20 credits) RPA182 (10 credits)
	SEM 2	Business Intelligence and Data Analytics Capstone Project Financial Analysis and Financial Performance Management Research Project B	BID182 (20 credits) CSP182 (10 credits) FAP182 (20 credits) RPB182 (20 credits)

## MODULE PRE-REQUISITES

The following module has a pre-requisite module:

- Research Project A for Research Project B

## CAREER OPPORTUNITIES

DIGITAL MARKETING	GENERAL
CONTENT MARKETING SPECIALIST	COMMERCIAL MANAGER
E-COMMERCE EXECUTIVE	BUSINESS OPERATIONS SPECIALIST
DIGITAL MARKETING MANAGER	BUSINESS DEVELOPMENT STRATEGIST
DATA ANALYTICS SPECIALIST (MARKETING)	BUSINESS STRATEGY ANALYST
HEAD OF MARKETING	

STADIO Higher Education is an Educational Institutional member  
of the Marketing Association of South Africa (MASA)

