

STADIO



**FACULTY OF COMMERCE,
ADMINISTRATION & MANAGEMENT**

SCHOOL OF COMMERCE

**BACHELOR OF COMMERCE IN
DIGITAL MARKETING**

CONTACT LEARNING

FORMERLY

**PRESTIGE
ACADEMY**





BACHELOR OF COMMERCE IN DIGITAL MARKETING

REGISTRATION & ACCREDITATION STATUS

STADIO is registered with the Department of Higher Education and Training as a private higher education institution under the Higher Education Act, 1997. *Registration Number 2008/HE07/004.*

SAQA ID: 117889 | NQF level: 7 | Credits: 365 | Minimum duration of studies: 3 Years
Mode of delivery: Contact Learning | Language of instruction: English | Campus: Bellville, Cape Town

MODE OF DELIVERY

Contact-learning students will have the opportunity to meet and engage with guest lecturers who are experts from industries related to their field of study during their on-campus lectures. When choosing contact learning as your preferred mode of learning, you will be expected to attend classes on campus, as well as online. You will have the opportunity to contribute to the learning process and at the same time you will learn from the contributions of your fellow students. Contact-learning students will complete many tasks in groups, where they will experience a safe environment to hone their leadership, collaboration, and interpersonal skills. STADIO's campuses are vibrant communities of learning, where students can engage and socialise with students from different backgrounds. All our campuses are Wi-Fi enabled, and facilities for studying and group work are available. Student recreation areas are also provided, and an on-campus canteen providing food and beverages is easily accessible.

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 way in which companies and organisations service and 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, if not completely non-existing. At the most, certain qualifications such as a BCom (Digital Marketing) includes an overview of e-commerce as part of the programme.

Increased equity will be achieved by giving candidates from historically disadvantaged communities wider access to learning opportunities in digital marketing to address imbalances of the past.

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.

CURRICULUM OUTLINE

	1st YEAR	2nd YEAR	3rd YEAR
Compulsory (All)	Business Communication (BC12) (15)	Marketing Practice (MPR22) (15)	Strategic Marketing Planning (SP32) (25)
	Entrepreneurship (FE12) (15)	Marketing Planning (MP22) (15)	Digital Marketing Systems 3 (DMA32) (25)
	Business Marketing (MMB12) (20)	Consumer Behaviour 1 (CB21) (10)	Research Methodology (RE32) (15)
	Financial Accounting (FA13) (25)	Microeconomics (MI22) (15)	Consumer Behaviour 2 (CB32) (25)
	Digital Marketing 1 (DMB12) (15)	Digital Marketing Systems 2 (DMA23) (30)	Work-Integrated Learning (WI33) (35)
	Fundamentals of Economics (FEC12) (15)	Marketing Management in Context (MC22) (15)	
	Marketing Practice (MAP11) (10)	Macroeconomics MA22 (15)	
	Statistical Methods (STM11) (5)	Academic Literacy (AL21) (5)	
CREDITS P/YEAR	120	120	125

*Some of the modules are semesterised and will be communicated at Registration

MODULE DESCRIPTION

BUSINESS COMMUNICATION	ENTREPRENEURSHIP	BUSINESS MARKETING
<p>This module will equip students with the necessary knowledge and skills to perform effectively and understand and apply key concepts in effective verbal and non-verbal communication. Attention is given to the dimensions of verbal and non-verbal communication, internal and external communication within organisational structures as well as group communication dynamics. With the emergence of information technologies, the importance of digital media in the business communicative environment further emphasised. Effective presentation skills are explored whilst developing an understanding of the purpose of presentations within a business environment using a variety of techniques.</p>	<p>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.</p>	<p>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.</p>
FINANCIAL ACCOUNTING	DIGITAL MARKETING 1	FUNDAMENTALS OF ECONOMICS
<p>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.</p>	<p>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.</p>	<p>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.</p>
MARKETING PRACTICE 1	STATISTICAL METHODS	CONSUMER BEHAVIOUR 1
<p>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.</p>	<p>It will develop the student's thinking about statistics and create an understanding of its application in real world situations. This introduction to statistics aims to develop skills to recognise that all data contain levels of variation and choices, and the outcome of a situation is determined by the recognition of these choices and how our responses impact on business decisions. The student is furthermore introduced to the basic statistical application of MsExcel in the application of statistical concepts.</p>	<p>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.</p>

MODULE DESCRIPTION CONTINUED

MARKETING PLANNING	DIGITAL MARKETING SYSTEMS 2	MICROECONOMICS
<p>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.</p>	<p>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.</p>	<p>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.</p>
MARKETING PRACTICE 2	MARKETING MANAGEMENT IN CONTEXT	MACROECONOMICS
<p>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.</p>	<p>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.</p>	<p>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.</p>

MODULE DESCRIPTION CONTINUED

ACADEMIC LITERACY	DIGITAL MARKETING SYSTEMS 3	STRATEGIC MARKETING PLANNING
<p>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.</p>	<p>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.</p> <p>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.</p>	<p>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.</p>
RESEARCH METHODOLOGY	CONSUMER BEHAVIOUR 2	WORK-INTEGRATED LEARNING
<p>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.</p>	<p>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.</p>	<p>WIL offers a student a holistic approach to education by applying all module content by integrating tasks being performed. The student develops the skills required from the industry. WIL is for students studying towards a degree. 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.</p>



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

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.

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**

ARTICULATION POSSIBILITIES

After successful completion of the Bachelor of Commerce in Digital Marketing (NQF 7), the student may articulate to a relevant Honours degree (NQF 8).

FEEES FOR THIS QUALIFICATION ARE AVAILABLE HERE:



Website

[Fees and Payment Options](#)



On Campus

[Our Campuses](#)



Student Recruitment Advisor

hello@stadio.ac.za



CAREER OPPORTUNITIES

• SOCIAL MEDIA DIRECTOR

• E-COMMERCE DIRECTOR

• DIGITAL PROJECT MANAGER

• DIGITAL MARKETING MANAGER

• MOBILE MARKETING SPECIALIST

• DIGITAL MEDIA DEVELOPMENT OFFICER

• GOOGLE ANALYTICS EXPERT

• ONLINE CONTENT STRATEGIST

WHY CHOOSE THE SCHOOL OF COMMERCE ?

STADIO aims to be a leader in higher education and to widen student access into the higher education sphere. As part of our caring culture STADIO gives personalised focus with smaller classes. Students in this school can expect to have access to equipment at the institution that meets the basic industry requirements. Programmes are aligned with the needs of industry to ensure that students are ready to hold a role in society at large following the satisfactory completion of the programme.

HOW TO APPLY

Secure your space with STADIO with just 3 easy steps:

- 1 Visit www.stadio.ac.za and click on **APPLY NOW**
 - 2 Complete the online application form.
If you are under 18 - ask an adult for assistance
 - 3 Receive your provisional offer to study within 24 hours
- Terms and Conditions Apply

STUDENT SUPPORT FOR CONTACT STUDENTS

STADIO believes in inclusive education and in creating opportunities for students from all walks of life to improve themselves. As part of this process, STADIO aids students with special learning needs, by accommodating for special assessment arrangements. STADIO utilises a diagnostic software programme that shows progress within the student's learning path and indicates gaps for improvement within the academic journey of the student. There are remedial procedures in place that will allow students to close any learning gaps. The institution is affiliated / partnered with SADAG, where students can use their call centre to reach out to counsellors. If there is a requirement for a personal consultation, students may also be referred to counsellors within the area.

CONTACT US: EMAIL: hello@stadio.ac.za CALL OR WHATSAPP: +27 (0) 87 158 5000

DON'T BE SHY BE SOCIAL:



WWW.STADIO.AC.ZA

DISCLAIMER: The content of this brochure is accurate at the time of publication. STADIO reserves the right to change the programme content due to changes in legislation, as well as for market requirements and other reasons. Notice of such changes will be published on our website.

STADIO

