

PROGRAMME TITLE	NQF	SAQA ID	CREDITS
HIGHER CERTIFICATE IN DIGITAL MARKETING	5	118440	132

DESCRIPTION

The purpose of this qualification is to provide students with the opportunity to acquire skills required to perform basic and elementary functions in the Digital Marketing field. Training for this programme is both theoretical and practical. It allows students to grasp fundamental knowledge in the workings of various software packages and the commercial environment and select Digital Marketing and general IT software packages. This programme will contribute to the full development of the student within the Marketing and Digital Marketing environment by providing recognition and further mobility within the field.

The qualification supports the philosophy of life-long learning because students will be able to increase their access to employment since this programme also caters for individuals that who are employed but lack the certification to perform efficiently or to be promoted. This qualification is the start of a career path in Digital Marketing. The skills, value attributes, and knowledge reflected in this qualification are building blocks that will prepare students for progression along the learning ladder.

CAREER FIELDS

With this qualification, successful learners could pursue a career as a:

- Digital Marketing Assistant.
- Digital Marketing Administrator.
- Email Marketing Assistant.
- Email Marketing Administrator.
- E-commerce Assistant.
- E-commerce Administrator.
- Social Media Consultant.
- Social Media Administrator.

PROGRAMME OUTLINE

Module	Module Code	Credits	NQF LEVEL	Module	Module Code	Credits	NQF LEVEL
1 Year: Semester -1				1 Year: Semester -2			
Digital Marketing	DIGMKT2102500	16	5	END USING COMPUTING	EUCOM11500	12	5
Business Communication	BCOM11500	16	5	Digital Marketing Environment	DIGENV11500	12	5
Business Management Fundamentals	BMANF11500	16	5	Social Media and Communication	SMCOM11500	12	5
Marketing Management	MMAN12500	20	5	Consumer Behaviour	CBEHV12500	12	5
				Digital Marketing Practice	DMPC12500	16	5
TOTAL		68		TOTAL		64	

TYPE OF PROGRAMME

The programme duration is 1 year on a full-time basis, or 2 years on a part-time basis. Tuition is face to face and is scheduled per campus. Programmes are offered during the week on a full-time and part-time basis. Part-time tuition is scheduled as per the stipulated planner.

ADMISSION REQUIREMENTS

The minimum entry requirement for this qualification is:

☐ National Senior Certificate, NQF Level 4 granting access to Higher Certificate studies.

Or

☐ Senior Certificate, NQF Level 4.

Or

☐ National Certificate Vocational, NQF Level 4 granting access to Higher Certificate studies.



LEARNER MATERIAL

Prescribed textbook lists will be provided by the academic department at your campus. Students will receive electronic versions of the study guides for this programme.

PRICING

Enquire at the Berea College of Technology campus for a current programme pricelist.

ADDITIONAL COSTS

Students must make provision for additional items such as textbooks, stationery, supplementary examinations, research costs and printing of study guides etc.

EXAMINATION AUTHORITY

All Examinations are set by Berea College of Technology.

CERTIFICATION

On successful completion of the programme, the student will receive a Berea College of Technology Higher Certificate in Digital Marketing.

ARTICULATION

With this programme learners can further there be learning both horizontally and vertically. Learners can receive credits at our institution and move onto other programmes offered at our Institution or they may obtain credits from public institutions and progress vertically. The Professional training obtained from this programme allows our learner`s entrance additional Qualifications the credits obtained can be used as evidence for RPL for other qualifications

FURTHER STUDIES

Please enquire at the nearest Berea College of Technology campus for the prospectus containing post-certificate studies. Admission to further your studies at a different institution remains the prerogative of each institution and its academic council.

DISCLAIMER

The information contained in this fact sheet is accurate at the time of printing. However, factors beyond Berea College of Technology control (such as environmental, regulatory or technical changes) may cause the contents of this fact sheet or of the programme to change. In the event of any such change, Berea College of Technology will formally notify current learners. All possible measures will be taken to minimise inconvenience to learners.

Name of Learner: I, hereby acknowledge that I understand the information stated in this document and fully comprehend the specifics explained above pertaining to this qualification.

Signature of Learner:

Name of Legal Guardian:
(if applicable)

Signature:

Name of Sales Consultant:

Signature:

Name of Head of Department:

Signature:

Date:

* Please note the original signed copy should be kept on the learner record file.

