



FACULTY OF BUSINESS

MAKE A CAREER OUT OF YOUR MARKETING AND TECHNOLOGY SKILLS WITH **BACHELOR OF COMMERCE IN DIGITAL MARKETING**

IS THIS A PERFECT MATCH FOR YOU?

Are you someone who has a passion for people and marketing, enjoys seeing how technology is used to communicate product and brand messages to target audiences to see a business grow? If you agree, you will learn how to use conventional marketing approaches to fulfil the marketing function and how technology is used to effectively accomplish this.

WHAT GETS YOUR FOOT IN THE DOOR?

To register, you must meet one of the following entry requirements:

- A **NSC** with **Degree** admission- A minimum of 30 % for English coupled with a minimum of 50% for four x **DESIGNATED** NSC subjects (This excludes LO which is a 10 credit subject but includes English); **OR**
- A **NC(V)** with **Degree** admission - A minimum of 60 % in English on either First Additional Language or Home Language level AND Mathematics or Mathematical Literacy AND Life Orientation , with a minimum of 70% in the three compulsory vocational subjects is required; **OR**
- A **SC (with endorsement)** or equivalent; **OR**
- An Advanced Certificate, **OR**
- A 240- or 360 credit Diploma; **OR**
- An Advanced Diploma in a cognate discipline; **OR**
- A candidate who did not achieve degree entry in the NSC/NC (V) and who has obtained a registered and accredited Higher Certificate in an appropriate field may also be allowed access to an appropriate Bachelor's Degree.
- Additional admission requirements apply to students with a School of Tomorrow (SOT) certificate. Please contact the programme manager at the campus closest to you for more information.

Mature Age Exemption:

- Candidates having attained the age of 23 before or during the first year of registration

with a senior certificate or equivalent with a minimum of 40% in at least four higher or standard grade subjects, at least three of which shall have been passed simultaneously and one of which shall be a recognised higher grade subject;

OR

- Candidates must have attained the age of 45 before or during the first year of registration.

RPL - demonstrate suitability for admission in terms of Senate's resolution 6.6 of 20 October 2005 which allows for Senate's discretionary conditional admission (if applicable).

If you are an international student, you must ensure that:

- you have an equivalent qualification to the aforementioned;
- your equivalent qualification is evaluated by the South African Qualifications Authority (SAQA);
- you have a valid study permit issued in the name of The Independent Institute of Education (The IIE) that covers the duration of your studies.

NATIONAL BENCHMARK TEST (NBT)

All applicants for The IIE undergraduate degree studies, including international students, are required to write the Academic and Quantitative Literacy (AQL) - National Benchmark Test (NBT), unless they have attained the age of 23 by the time they register. For students enrolling on a distance programme, the writing of the NBT AQL test is recommended, but not compulsory. A student's Academic Literacy (AL) score of the AQL - NBT is used for placement in student support programmes and does not replace the admission requirements for a specific degree programme.

Applicants who achieve an AL score lower than 64% are required to register for and successfully complete the two Academic Literacy, Introduction to Scholarship modules (ITSA and ITSB). Applicants who do not write the AQL - NBT prior to admission will automatically be registered for ITSA and ITSB whether or not these are credit bearing modules in their qualifications. These candidates may, on provision of an AL - AQL - NBT score of 64% or above, be exempted from one or both the modules if and only if these are not credit bearing modules in their qualifications. For candidates who are completing the modules as a result of the low AL- AQL - NBT score or who did not provide an AL-AQL - NBT score, successful completion of ITSA and ITSB is a pre-requisite for registering for any third year modules and thus any student who has not completed ITSA or ITSB in their first year of study will be required to do so



in their second year. Students enrolled on a distance programme will have access to these modules, but it would not be a pre-requisite for registering for any third year modules. Where ITSA or ITSB is credit bearing in the qualification concerned, successful completion of one or both (depending on the curriculum structure) is also a graduation requirement.

TIME NEEDED FOR YOUR TOTAL DEDICATION

This is a 3 year full-time programme offered by The Independent Institute of Education (The IIE) at Rosebank College. Full-time lectures take place during the day on weekdays. For more details speak to the Programme Manager on campus

THE WEIGHT YOUR FUTURE QUALIFICATION CARRIES

This Bachelor Degree is accredited by the Council on Higher Education (CHE) at **level 7** on the National Qualifications framework (NQF). It is also registered with the South African Qualifications Authority (**SAQA**) ID **90742**. On successful completion you will receive a **Degree in Bachelor of Commerce in Digital Marketing** from The Independent Institute of Education (The IIE), the leading registered private provider of higher education in South Africa. Added to this is an endorsement from the **Marketing Association of South Africa**.

WE'RE ALWAYS BY YOUR SIDE

At Rosebank College, we take grooming you for your future career very seriously. This is why we invite all students to register at our Career Centre. You will have our full support as you participate in workshops that will take you even further in making a successful career out of your talents.

YOUR PROGRAMME MODULES

YEAR 1

- Applied Communications Techniques
- Business Management 1A
- Economics 1A
- Marketing 1A
- Accounting 1A
- Digital Marketing 1A
- Digital Citizenship
- Business Management 1B
- Economics 1B
- Marketing 1B
- Digital Marketing 1B
- Accounting 1B

YEAR 2

- Business Management 2A
- Digital Marketing 2A
- Online Marketing 2A
- Project Management
- Digital Marketing 2B
- Online Marketing 2B
- Business Management 2B

YEAR 3

- Digital Marketing 3A
- Information Knowledge Management
- Business Management 3A
- Introduction to Research
- Digital Marketing 3B
- Information Systems Strategy
- Business Management 3B
- Research Practice
- Work Integrated Learning 3

In order to be awarded this qualification, you must have achieved a minimum final year mark of fifty percent (50%) for each module of the programme, and have met all Work Integrated Learning requirements.

This factsheet is valid for 2016 academic year only. Information correct at the time of printing.

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