

BUSINESS AND COMMUNICATION



# BACHELOR OF ARTS IN DIGITAL MARKETING & COMMUNICATION



**INSCAPE**



# COURSE INTRODUCTION

The Bachelor of Arts in Digital Marketing and Communication equips students with in-demand knowledge and skills for access to a variety of career paths within the ever-growing field of digital marketing and communication. Students address theories, professional practices and experiential learning in digital marketing and communication and learn to problem solve in various contexts. This degree has its foundation in design thinking, design being a highly sought after skill in the increasingly automated world. Upon completion students may continue with postgraduate studies.

## COURSE OVERVIEW

- Students immerse themselves in the multi-platform communication world of digital marketing and communication.
- Equips students with communication, marketing and multidisciplinary knowledge, applied through creative design thinking and digital technology.
- Student work **makes use of digital technology to apply marketing and communication theories** globally and locally.
- **Gain knowledge and skills to provide an organisation or small business with a competitive edge to their communications and marketing strategies.**
- **Learn sought-after skills** such as creative thinking, facilitation and innovative design processes. Design thinking is a sought-after skill in the business world where there is a need to produce innovative, sustainable, ethical and socially responsible marketing solutions.
- **Work across multiple disciplines using a variety of knowledge, strategies and problem-solving skills whilst emphasising the use of digital media.**

## FOCUS AREAS

- Visual Communication
- Marketing and Communication
- Design Thinking
- Identify, Analyse and Propose
- Design Solutions
- Design Constructs
- Media Studies

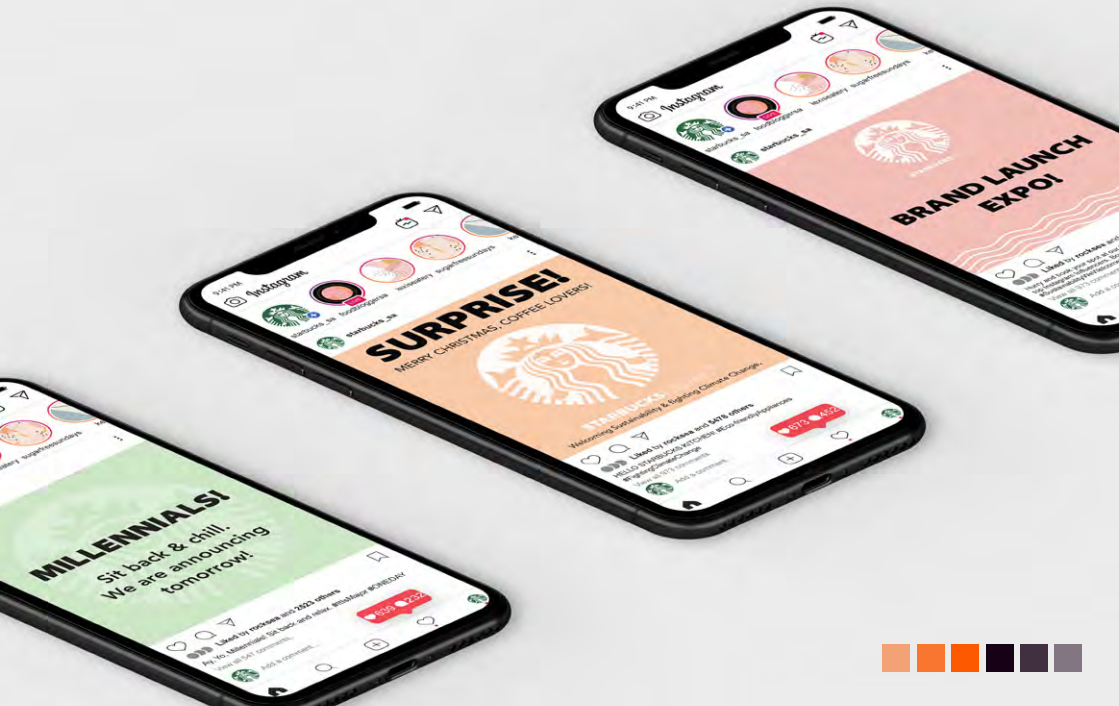


# CAREER OPPORTUNITIES



Digital Marketing Specialist  
SEO Specialist  
Social Media Specialist  
Digital Account Manager

Digital Creative Director  
Copywriter  
Multichannel Marketing Manager  
Marketing Manager  
Campaign Manager



# SUBJECTS

## YEAR 1

- Visual Communication 1
- Design Thinking
- English 1
- Marketing Studies 1
- Communication Studies 1
- Design Impact
- Photography
- Leadership Management
- Media Studies
- Computer Application 1  
(Includes Adobe Photoshop, Illustrator, InDesign & Excel).



- Visual Communications 2
- Marketing Studies 2
- Communication Studies 2
- Digital Communication 1
- Computer Application 2  
Interactive Design for
- Marketing and Communication
- Consumer Behaviour
- Statistics
- Job Shadowing
- Computer Applications 2  
(Includes IBM SSPS, Adobe Illustrator and InDesign).

## YEAR 2



## YEAR 3

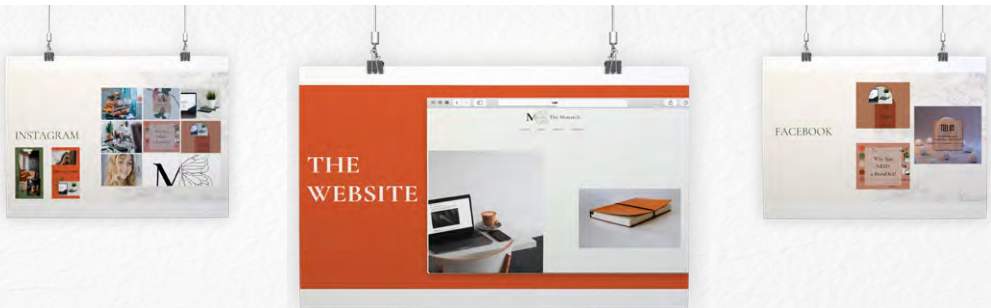
- Marketing Studies 3
- Communication Studies 3
- Digital Communication 2
- Entrepreneurship
- Research Final Project
- Marketing and Communication Final Project
- Portfolio



# COURSE STRUCTURE



- ✓ 3 Years full time
- ✓ NQF level 7
- ✓ 8 x 1h 45 min sessions per week.
- ✓ Approximately 2.5 hours additional independent study per session.
- ✓ 40 hours Job shadowing to be completed in the second year.
- ✓ Innovative continuous project-based assessment
- ✓ Portfolio showcase of select work completed in the second and third year
- ✓ Personalised capstone project with portfolio of evidence and written report submitted in the third year



## ARTICULATION OPTIONS

Students who have graduated with the BA Digital Marketing and Communication degree may apply for an Honours or Post Graduate Diploma in a marketing related field. Institutional minimum requirements will apply.



SAQA ID: 111310  
NQF 7 | 3 YEARS  
CONTACT LEARNING



## ENTRY REQUIREMENTS

South Africa	Special Admissions	International Qualifications
<p>Candidates must have completed a National Senior Certificate (NSC) stipulating entrance to a bachelor's degree.</p> <p>Or</p> <p>Candidates who have an NQF level 6 qualification.</p> <p>Or</p> <p>Candidates who have completed a NQF level 5 qualification in a related field.</p> <p>In addition, candidates must have 50% or above for English, and 40% or above for Mathematics or 60% or above for Mathematical literacy.</p> <p>If you have any queries regarding the process, please email - <a href="mailto:applications@inscape.co.za">applications@inscape.co.za</a></p>	<p><b>Mature age exemption</b> Candidates over the age of 23 who have completed Matric may qualify for mature age exemption.</p> <p>Please contact the Registrar for additional information <a href="mailto:registrar@inscape.co.za">registrar@inscape.co.za</a></p> <p><b>RPL</b> If the candidate has a NQF level 4 qualification, but has design industry experience, they may qualify for entry via Recognition of Prior Learning (RPL).</p> <p>In order to be considered for entry via RPL the candidate should have a minimum of two years industry experience.</p> <p>The RPL process is used to evaluate the learning that candidates with existing industry experience may have gained and would need to be substantiated with relevant supporting documents.</p> <p><b>Note</b> Where students have taken this route to gain access to the Bachelor of Arts in Digital Marketing and Communications to gain access, applicants will be required to complete the National Benchmark Test (NBT) AQL and obtain a minimum score of 51% for Academic Literacy (AL) and a minimum score of 40% for Quantitative Literacy (QL).</p> <p>Please contact the Registrar for additional information <a href="mailto:registrar@inscape.co.za">registrar@inscape.co.za</a></p>	<p>If the candidate has a foreign qualification, for admissions to a bachelor's degree, they must apply to Universities South Africa (USAf) for a complete or conditional exemption certificate.</p> <p>International candidates must be competent in English at and equivalent level to NQF 4.</p> <p><b>Note</b> Where students have taken this route to gain access to the Bachelor of Arts in Digital Marketing and Communications to gain access, applicants will be required to complete the National Benchmark Test (NBT) AQL and obtain a minimum score of 51% for Academic Literacy (AL) and a minimum score of 40% for Quantitative Literacy (QL).</p> <p>All international students attending contact classes require a study permit in the name of Inscape Education Group valid for the duration of the chosen course.</p> <p>Please contact the Registrar for additional information <a href="mailto:registrar@inscape.co.za">registrar@inscape.co.za</a></p>

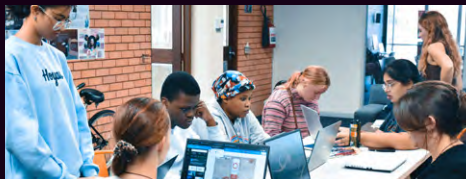


# LEARNING HUBS



## CAPE TOWN

1st Floor, 17 Salt River Road SALT RIVER



## DURBAN

641 Peter Mokaba Ridge, MORNINGSIDe



## MIDRAND

353 Alexandra Road, HALFWAY GARDENS



## PRETORIA

193 Corobay Avenue, WATERKLOOF GLEN



## STELLENBOSCH

Bosman's Business Centre, 1 Distillery Road,  
Stellenbosch Central, STELLENBOSCH

## APPLICATIONS

Phone (+27) 861 467 2273  
Fax: (+27) 86 409 1627  
[applications@inscape.co.za](mailto:applications@inscape.co.za)

## CENTRAL

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Menlo Park, 0102, SOUTH AFRICA

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### REGISTRATION AND ACCREDITATION

Inscape Education Group (Pty) Ltd is registered with the Department of Higher Education and training as a Private Higher Education Institution under the Higher Education Act, 1997 (reg no. 2000/HE07/002). Established in 1981. Company Reg: 2002/028979/07. VAT Reg: not applicable. Directors: HL Bührs and ME Schoeman.