

INSCAPE.

NOW OFFERING
ACCREDITED
POSTGRADUATE
STUDIES

BACHELOR OF ARTS IN DIGITAL MARKETING AND COMMUNICATION

3 Years Full-Time Contact Learning

WHY STUDY THIS QUALIFICATION?

- A degree that turns you into a digital marketing guru.
- Become an expert in all the latest strategies, communication technologies, media and digital marketing platforms.
- The course focuses on creating effective marketing and communication messages for the online digital world.

POSSIBLE CAREER PATH

MARKETING

Graduates will be able to tackle strategic marketing that include the use of technology and digital platforms. Digital Marketing & Communication graduates combine theories, research and practical concepts, taking up the role as strategists and marketing experts in corporate environments or as freelance marketing consultants for any industry.



ADVERTISING

The use of advertising is directly linked to digital marketing and communication. Graduates will be well versed in the technologies and communication platforms available to advertisers. They will be able to research, strategize, and generate material for use in multi-platform adverts.



BRAND COMMUNICATION



As digital marketing and communication specialists' graduates will oversee company communication and brand strategies, as well as the implementation of technology, communication, trend and social media aspects needed for a business to improve visibility and recognition.

SOCIAL MEDIA



For smaller companies the Digital Marketing and Communication graduate is well versed in generating content in a variety of text and image-based media. They will be able to manage digital and social media content, as well as monitor its reach and effectiveness against established objectives.

FOR ALL ABOVE CAREERS

They need a SPECIALIST in digital marketing and communication!
Someone with a degree in Digital Marketing and Communication.

DIGITAL MARKETING SPECIALIST



Work as a marketer in any field or industry that requires Digital Marketing expertise:

- Corporates Government;
- NGO's Education
- Architectural firm
- Manufacturing.

SOCIAL MEDIA SPECIALIST



Work as a social media specialist creating and managing content for any field or industry:

- Small business Fashion
- Food Retail Entertainment
- Corporate Advertising agency.

DIGITAL CAMPAIGN MANAGER



Plan, create and monitor digital campaigns across multiple platforms for clients working with designers, Web developers and clients.

- Digital Agencies
- Small business
- Corporate Freelance

SOE PPC SPECIALIST

Research, monitor and analyse the effectiveness of paid media advertising and create strategies to optimize digital campaigns.



- Digital agency
- Small business
- Corporate marketing
- Web design firms
- Freelance

FREQUENTLY ASKED QUESTIONS

• Do I need a high school qualification?

Students with a National Senior Certificate (NSC) stipulating entrance to a bachelor's degree, with English and Mathematics as subjects may gain access to the BA in Digital Marketing and Communication. Students must have 50% or above for English, and 40% or above for Mathematics or 60% or above for Mathematical Literacy.

WHAT SUBJECTS WILL I BE STUDYING?

- English
- Photography
- Visual Communication 1,2
- Media Studies
- Statistics
- Entrepreneurship
- Marketing & Communication
- Design Impact
- Leadership Management
- Marketing Studies 1,2,3
- Digital Communication 1,2
- Job Shadowing
- Final Project
- Design Thinking
- Computer Application
- Communication Studies 1,2,3
- Consumer Behaviour
- Research Final Project
- Portfolio

