

IIE Higher Certificate in Digital Marketing

Vega School

1.5 Years Distance Higher Certificate | NQF Level 5
120 Credits | SAQA ID: 111345 | HCDM0501

→ Online

Qualification Description

The purpose of the IIE Higher Certificate in Digital Marketing is to develop learners that demonstrate introductory knowledge and skills in the digital marketing field. Learners will be able to understand digital marketing practices and techniques, including the role and practice of communication, marketing and campaign planning. This will enable learners to apply their knowledge and skills in the dynamic and agile digital marketing environment.

Who Is This Qualification Aimed At?

This Higher Certificate is designed for individuals who want to take their first steps into the world of marketing and business through a digital lens. It is ideal for school leavers who wish to build a strong foundation in marketing principles, digital platforms, and online consumer engagement, as well as for working professionals or entrepreneurs looking to upskill and strengthen their digital presence.

The programme equips students with practical knowledge of digital marketing tools, website design, search engine optimisation (SEO), analytics, and campaign planning, while also developing academic literacy and safe digital practices for further study. Whether your goal is to pursue entry-level roles in digital marketing, web content management, or campaign support, or to use this qualification as a pathway to degree-level studies, the IIE Higher Certificate in Digital Marketing provides the essential skills and confidence to succeed in a fast-evolving digital environment.

How Will Emeris Support Your Online Learning as a Distance (Online) Student, and How Will It Help Prepare You for the Working World?

Our distance teaching and learning approach is designed to allow you the freedom to self-govern your learning experiences according to your individual needs. You are at the centre of your own learning journey, and by offering curated engagement opportunities, we partner with you to:

- Engage with subject material
- Build understanding
- Develop critical thinking and problem-solving skills
- Manage your work, life and studies
- Succeed in your personal, professional, and academic goals.

DISTANCE (ONLINE)



Admission Requirements

Minimum Admission Requirements		English
	NSC: HC pass with	30%
	NC(V): HC pass with	40%
	SC: Endorsement - none	33,3%
	SC(a): HC pass with	A minimum of 30% in LOLT on NSC/ SC(a) OR with a min. of 33.3% on SC
	International	A SAQA Evaluation Certificate with NSC Level 4 equivalence with at least 30% or equivalent for English.

Should you have any other school leaving qualification not mentioned above, please reach out to a Student Advisor.

Scan the QR Code to learn more about Alternate Admission requirements for:
RPL | Mature Age Exemptions | USAf International Students | One module outstanding from a Higher Certificate



Curriculum Outline

The curriculum is designed to provide students with a structured progression through core disciplines, fostering both theoretical understanding and applied competence across key areas of study.

The core disciplines included in this programme are:

Modules	Module Purpose
Digital and Academic Literacies	This module equips students with the essential academic and digital skills needed for higher education success. Students learn how to critically read and analyse information, apply academic writing conventions, and work responsibly and safely in digital environments.
Website Design & Web Analytics	Students are introduced to the principles of website design and the use of analytics to evaluate digital performance. The module develops the ability to plan, implement, and assess digital marketing strategies, with a focus on creating effective campaigns for business contexts.
Search Engines & Online Platforms	This module explores how search engines and digital platforms drive effective marketing. Students learn the fundamentals of search engine optimisation (SEO), examine different forms of digital marketing, and evaluate methods to engage online audiences.
Introduction to Marketing	An introduction to the core concepts, principles, and practices of marketing in a business environment. Students explore the role of digital and cyber marketing, understand how marketing integrates with other business functions, and apply these principles to create a basic marketing plan.
21st Century Marketing Tools & Trends	This module provides insight into the latest marketing tools, technologies, and trends shaping the digital era. Students learn how organisations engage consumers at different points of the purchasing cycle, and how technology supports innovation and customer insight in contemporary marketing.
Introduction to Web Development	Students gain a practical introduction to building websites, from the basics of HTML and CSS to using commercial web development tools. The module emphasises hands-on skills, enabling students to design functional web pages and incorporate multimedia and interactive elements.
Introduction to Quantitative Thinking and Techniques	This module equips students with essential numeracy and mathematical skills for real-world problem-solving and data-driven decision-making. It covers foundational arithmetic, algebra, geometry, and financial mathematics, with practical applications using Excel for calculations, graphing, and statistical analysis. Emphasis is placed on interpreting data, solving equations, and applying mathematical concepts to everyday scenarios.
Work Integrated Learning	This module bridges academic learning with real-world application by guiding students through a practical, workplace-based project. It fosters critical thinking, teamwork, self-management, and effective communication while promoting global competencies and personal development.

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Please note, details are correct at the time of publication.

Curriculum Structure

Year 1							
Semester 1				Semester 2			
Code	Module Name	NQF	Credits	Code	Module Name	NQF	Credits
DIAL511	Digital and Academic Literacies	5	15	DIGM511	Digital Marketing 1A	5	15
MART5122	Marketing 1	5	15	IQTT511	Introduction to Quantitative Thinking and Techniques	5	15
				MACE5112	Marketing in the 21st Century	5	15
Semester 3				Semester 4			
Code	Module Name	NQF	Credits				
IWED5112	Introduction to Web Development	5	15				
DIGM5112	Digital Marketing 1B	5	15				
XHDM5119	Work Integrated Learning	5	15				

Further Study Pathways

The successful completion of the IIE Higher Certificate in Digital Marketing enables you to progress into any one of the IIE Brand Management Undergraduate qualifications delivered at Emeris.

Career Opportunities

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

System and Software Requirements

- Reliable internet connection (we recommend 5-10 GB of data per month and an internet speed of at least 0.15 Mbps)
- Desktop PC or laptop with at least an i3 processor and 4GB RAM memory
- Windows 11 or macOS 10.15 (Microsoft Office 365 is available as a free download for IIE students), and Google Chrome, Microsoft Edge Chromium or Firefox
- A working webcam and microphone
- An uninterrupted power supply is also highly recommended.

Exams are written at an exam centre and in some instances online. These details will be specified in your Programme Assessment Schedule (PAS).

Graduation and Completion Requirements for This Qualification

In order to be awarded this qualification, you must have achieved a minimum final year mark of fifty percent (50%) for all 8 modules in the curriculum.

As a distance (online) student, this qualification is structured to be completed over 1.5 years. The maximum time for completing a qualification full-time is double the minimum time associated with the qualification, and for part-time an additional year is allowed.

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Where Assessments Are Written in Person

- For students based in South Africa, online students may select any Emeris campus as their Examination Centre.
- An alternative examination centre is only permissible for students studying abroad and those located in a province of South Africa where there is no IIE campus. If there is no IIE campus within reach, an alternative venue will need to be sourced by you. For non-IIE venues, there is an alternative venue levy per module.

What Are the Benefits of an IIE Distance (Online) Qualification?

The IIE's distance (online) delivery mode provides you with the agility of studying towards a tertiary qualification asynchronously, at different times from different locations. Distance students need to commit to approximately 20-25 hours a week for distance engagement (most of which is after hours) with material and assessments to succeed.

Here are some of the benefits you can expect:

- A sequenced online learning environment that allows you the ability to manage your learning experiences flexibly and autonomously.
- A learner guide designed to lead you through the module material and learning outcomes, empowering you to effectively pace your learning in preparation for assessments.
- Our Learning Management System is designed to break up your learning units into manageable sections which include various activities to support learning.
- Module expert online lecturers that facilitate module teaching and learning support through various technology enhanced mediums.
- Student Relations Navigators provide administrative and operational guidance and support throughout your academic journey.
- A professionally registered Student Wellness Manager/Counsellor available for short-term, primary counselling services. Additionally, the Student Wellness Manager/Counsellor hosts various webinars and virtual talks on topics that promote a balanced lifestyle as you pursue your academic goals.

Apply Online

After your application is submitted, we will review your documentation and provide an outcome regarding your chosen study.



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