

IIE Bachelor of Commerce in Digital Marketing

Vega School

3 Years Full-Time Degree | NQF Level 7
360 Credits | SAQA ID: 90742 | BDM0701

- Umhlanga
- Bordeaux - Johannesburg
- Cape Town-City
- Pretoria

Qualification Description

One of the fastest-growing fields in the brand communications industry is that of Digital Marketing. Skilled Digital Marketers are some of the most sought-after professionals in the brand communications industry. Digital marketing is a challenging and rewarding vocation for those with a knack for fusing powerful content with equally powerful digital mechanisms for its dissemination to the right target audiences and markets. Inherently strategic in nature, the IIE Bachelor of Commerce (BCom) in Digital Marketing equips students with the skills required to identify the right message and the right digital platforms and mediums to deliver this message for maximum impact.

The qualification brings together all the necessary knowledge and skills to design, build, manage and measure effective digital campaigns weaving together the core skills of digital marketing, social media, online public relations, paid and organic search and measurement programmes.

As part of the experiential component of the qualification, students work in multidisciplinary teams engaging in real-world brand challenges. Action learning is rounded off with the option of an Industry Immersion programme with companies, agencies or consultancies of choice.

Who Is This Qualification Aimed At?

This qualification is aimed at prospective students who want to build careers in the fast-evolving digital marketing and business landscape. Specifically, it equips learners with a strong foundation in digital marketing strategy, analytics, and online consumer behaviour, while developing essential financial, economic, and research skills. Graduates will be prepared to take on roles that require both creativity and analytical thinking, managing digital campaigns, interpreting data for strategic decision-making, and responding to emerging trends with innovative and future-focused solutions.



Admission Requirements

Minimum Admission Requirements		English	Math/HG	Math Lit/SG/ Technical Maths	Notes
	NSC: Bachelor's Degree pass with	30%	40% or	60%	A minimum of 30% in LoLT on NSC/ SC(a) OR with a min. of 33.3% on SC.
	NC(V): Bachelor's Degree pass with	50%	50% or	60%	
	SC: Endorsement with	33.3%	40% or	60%	
	SC(a): HC pass with		40% or	60%	
	International	An USAf Exemption Certificate is required and meeting the relevant Maths and English requirements.			
A cognate Higher Certificate or cognate 240 credit Diploma OR an Advanced Certificate OR 360 credit Diploma or Degree may satisfy the minimum admission requirements to degree studies.				If discipline not cognate at least 20% of credits must be academic literacy or numeracy related.	

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
Year 1	
Digital Marketing 1–3	These modules introduce, develop, and refine the theoretical and practical foundations of digital marketing. Students explore the principles of online consumer behaviour, search engine optimisation (SEO), paid advertising, social media marketing, and content strategy. As the modules progress, students engage with advanced campaign planning, analytics interpretation, and integrated marketing communications, applying their knowledge to real-world scenarios. Ethical considerations, data privacy, and emerging digital trends are embedded to ensure future-ready marketers.
Numeracy and Analytical Foundations	These modules provide the quantitative, financial, and economic skills essential for evidence-based decision-making in digital marketing and business. Students gain a solid grounding in financial accounting principles, from preparing and interpreting financial statements to understanding budgeting and cost analysis. Economics modules introduce micro- and macroeconomic concepts, enabling students to evaluate market conditions, industry trends, and economic drivers of consumer behaviour. Quantitative Techniques develops statistical literacy, teaching students how to collect, analyse, and interpret data to support strategic decisions. Together, these modules equip graduates with the ability to analyse complex business environments, assess financial performance, and apply quantitative reasoning to solve marketing and management challenges.
Brand Activation & Brand Challenge	This module applies the theories of strategic brand management and communication to answer real-life client briefs. The focus is on the development and crafting of an innovative brand building strategy and plan that will address complex business and societal challenges. Students will implement brand research to investigate situational, environmental, and commercial scenarios. They will derive consumer insights to drive the execution of original and meaningful solutions to multi-faceted brand challenges. Students work in teams to address real-life working challenges; develop their skills in building and recommending brand solutions; and collaborate with peers in a process of innovative problem solving.
Introduction to Research & Research Practice	Together, these modules build students' capacity to conduct rigorous, ethical, and industry-relevant research in digital marketing. Students learn how to frame research problems, design methodologies, and collect and analyse data. Emphasis is placed on applying research findings to solve marketing challenges, from consumer insight gathering to campaign evaluation. Research Practice serves as the culmination, where students produce a substantial applied research project, demonstrating their ability to generate actionable insights that inform strategic marketing decisions.

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Emeris is an educational brand of The Independent Institute of Education (Pty) Ltd which is registered with the Department of Higher Education and Training as a private higher education institution under the Higher Education Act, 1997 (reg. no. 2007/HE07/002). Company registration number: 1987/004754/07



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
*ACBP5121	Accounting 1A	5	15	*ACBP5122	Accounting 1B	5	15
APCT5131	Applied Communication Techniques	5	15	DIGK6122	Digital Marketing 1B	5	15
BMAN5121	Business Management 1	5	15	IMME5112	Introduction to Micro and Macro Economics	5	15
IWED5112	Introduction to Web Development	5	15	MAKT5112	Introduction to Marketing Theory and Practice	5	15
Year 2							
Semester 3				Semester 4			
Code	Module Name	NQF	Credits	Code	Module Name	NQF	Credits
DIGK6221	Digital Marketing 2A	6	15	DADM6212	Data Analytics for Digital Marketing	6	15
FMSB6221	Financial Management for Strategic Brand Management 2	6	15	DIGK6222	Digital Marketing 2B	6	15
PRMA6211	Project Management	6	15	SBMA6211	Small Business Management	6	15
QUAT6221	Quantitative Techniques	6	15	XBRC6222	Brand Activation	6	15
Year 3							
Semester 5				Semester 6			
Code	Module Name	NQF	Credits	Code	Module Name	NQF	Credits
DCOL7311	Digital Communication Law	7	15	DIBS7322	Digital Brand and Business Strategy	7	15
DIGM7321	Digital Marketing 3A	7	15	DIGM7332	Digital Marketing 3B	7	15
IRCO7311	Introduction to Research for Commerce	7	15	RPCO7312	Research Practice for Commerce	7	15
STMA7311	Strategic Management	7	15	XBRC7322	Brand Challenge	7	15

*There are prerequisites for this programme that must be met in order to progress through the qualification.

Further Study Pathways

The successful completion of the IIE BCom in Digital Marketing enables you to progress into the IIE BCom Honours in Strategic Brand Management delivered at Emeris, subject to meeting the admission requirements.

Career Opportunities

- Digital Marketer/Strategist
- Social Media Strategist
- Media Planner
- Advertising Account Executive
- Electronic Marketer
- Content Coordinator
- Digital Communication Manager
- Communication Strategist
- Marketing Manager
- Marketing Director

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Timetables

This qualification is aimed at students who wish to complete full-time face-to-face studies for the duration of their qualification. This means that students are expected to be available Mon-Fri 8:00 - 17:00 throughout the day for class in the academic year depending on how the timetable is structured.

Students must also note that timetables remain subject to change throughout the academic year.

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

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 24 modules in the curriculum.

As a contact student, this qualification is structured to be completed over 3 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.

Apply Online

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



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