

Master of Arts in Digital Communication

Faculty of Humanities

2 Years Distance Master's | NQF Level 9 | 180 Credits
SAQA ID: 122308 | MADC0901

→ Online

Qualification Description

The Master of Arts in Digital Communication qualification will provide a critical examination of the cultural context, digital ethnographies, ethical communication practices, and various digital tools and platforms. It will also explore current methodological approaches to digital communication. Graduates will be equipped to become strategic, purposeful, meaningful, disruptive, and reflective communicators in the digital communication landscape.

The purpose of the Master of Arts in Digital Communication qualification is to expand the students' theoretical knowledge and practical skills in digital communication, incorporating social media, and to equip students with the ability to produce advanced communication strategies for engaging with organisation specific audiences. Graduates will be adept at using digital communication to react in an informed, strategic, flexible, and ethical manner to the ever-changing communication environment.

The qualification will advance critical thinking skills in relation to communication theory and the application thereof in a social media context to empower graduates with the knowledge and skills to ensure that organisations remain adaptable to rapidly changing economic environments. Critical readings of leading theorists in the field of communication in general, and the discipline of digital communication, including social media specifically, will contribute towards this advance of theoretical and practical knowledge. Graduates will be skilled in designing, selecting, applying, and evaluating the appropriate creative digital communication techniques, processes, and technologies.



The Master of Arts in Digital Communication qualification will provide graduates with a pathway to further higher education studies with the inclusion of the research-based component in the form of a mini-dissertation. Graduates will be able to identify a research topic and propose suitable findings, based on reasonable arguments, to a question, problem, or proposition within the digital communication discipline, thereby contributing academically to the body of knowledge of the field within the South African and international context.

Who Is This Qualification Aimed At?

The Master of Arts in Digital Communication qualification is aimed at graduates and professionals who wish to deepen their expertise in the evolving field of digital media and communication. This qualification is ideal for individuals seeking to advance their careers in digital strategy, content creation, online marketing, or media research, with a strong emphasis on critical analysis and innovation in digital environments.

Admission Requirements

Minimum Admission Requirements	An appropriate HEQSF Level 8 Honours degree; OR		Notes
	A relevant Postgraduate Diploma or appropriate equivalent; OR		An overall qualification average of at least 65%.
	An appropriate Level 8 Bachelor's Degree (480 credits) may also be recognised as meeting the minimum entry requirements to a cognate Master's Degree programme.		
	International	A SAQA NQF L8 Evaluation Certificate in an appropriate field	
	<p>Students needs to have completed an NQF level 8 qualification in a communication related field e.g. digital communication, communication (general), communication science, communication management, strategic brand communication. Students are required to have completed a research report and/ or a research methodology module at NQF level 8, that culminated in a research output e.g. a mini-dissertation, research project, or research article or successfully complete a short learning programme in research methods as prescribed by Emeris.</p> <p><u>Please note:</u> All admitted students will be required to successfully complete a research short learning programme: Proposal Development for Master's Studies(SRPW021).</p>		

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 *If applicable.



Curriculum Structure

Year 1							
Semester 1				Semester 2			
Code	Module Name	NQF	Credits	Code	Module Name	NQF	Credits
DCMT9511	Digital Communication Theory	9	25	RBCM9512	Research for Brand Communication	9	25
The purpose of this module is to critically evaluate communication theories within the digital communication discipline to explore the complex relationship between digital technologies and human communication and behaviour.				The purpose of this module is to develop marketing communication research skills that will allow for the analysis of various brand antecedents which can then be leveraged to increase the overall value of a brand.			
DCMS9511	Digital Communication Strategy	9	25	SRPW021	SLP: Proposal Development for Master's Studies		
The purpose of this module is to analyse digital communication strategies, with a particular focus on social media strategies, used by organisations to enhance their communication objectives in order to develop comprehensive and diverse communication campaigns and strategies in the digital landscape.				The purpose of this module is to guide students through the process of developing a research proposal to form the basis of a Master's Dissertation. Under the guidance of a postgraduate supervisor students will identify suitable research problems and questions, carry out a preliminary literature review and select an appropriate research methodology. In addition, students will be enabled to plan and justify intended research actions at each stage of the research process.			
Year 2							
Semester 3				Semester 4			
Code	Module Name	NQF	Credits				
AMCD9512	African Media Contexts and Digital Cultures	9	25				
The purpose of this module is to investigate the relationship between digital media, culture, ethics, participatory culture, and digital media ownership in order to develop an advanced understanding of the digital media realm within the African context.							
Year Long							
MIND9519	Mini Dissertation					9	80
The purpose of this module is to produce a mini dissertation that proposes suitable findings, based on reasonable arguments, to a question, problem or proposition within the digital communication and social media discipline.							

NOTE: Please note that for candidates who are required to complete the Short Learning Programme: Proposal Development for Masters Studies (SRPW0001- SRPW021) as per the admissions requirements, an additional fee is payable. Please refer to the fee schedule applicable for further information.

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

Further Study Pathways

The successful completion of the Master of Arts in Digital Communication qualification enables you to progress into PhD studies subject to meeting the admission requirements.

Career Opportunities

Graduates will be suited to higher level employment opportunities within the communication, research, writing, media, public relations, marketing and/or corporate communication fields in the public, private and entrepreneurship sectors. Graduates will thus be able to fulfil the higher-level digital communication roles required in most professional industries by working for a public relations/ marketing/ branding agency, as social media managers for organisations, or in a consultancy capacity.

The Master of Arts in Digital Communication qualification will enable graduates to pursue and further their career opportunities at a senior level as:

- Advanced Content Strategists
- Communication Managers
- Digital Content Portfolio Managers
- Social Media Strategists
- Communication Specialists

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 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 6 modules in the curriculum.

As a distance (online) student, this qualification is structured to be completed over 2 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.

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 campus. If there is no campus within reach, an alternative venue will need to be sourced by you. For non-Emeris venues, there is an alternative venue levy per module.

What Are the Benefits of a Distance (Online) Qualification?

The 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 Specialists 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.

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.

Apply Online

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



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