

Postgraduate Diploma in Digital Strategy

Vega School

2 Years Distance Postgraduate Diploma | NQF Level 8
120 Credits | SAQA ID: 119823 | PDDS0801

→ Online

Qualification Description

Digital transformation, throughout the world and especially in Africa, has prompted organisations to focus on digital initiatives for greater visibility in the market and resultant profitability and equity.

The Postgraduate Diploma in Digital Strategy qualification is designed for the student who has an appropriate Undergraduate Degree (NQF level 7 qualification) and work experience in Strategic Brand and Business Management, or Strategic Marketing, Communication and/or channel planning, and is looking to adopt a digital approach to brand-business strategy.

Who Is This Qualification Aimed At?

Postgraduate Diplomas are often chosen by working professionals who want to broaden their expertise or shift their career path. This qualification is designed for individuals with an Undergraduate Degree in a different field who now wish to specialise in digital strategy within the brand, communication and marketing industry.

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	A HEQSF Level 7 Bachelor's degree; OR	
	An Advanced Diploma; OR	
	An equivalent NQF Level 7 qualification	
	International	A SAQA Evaluation Certificate with NQF L7 equivalence.

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 Outline

This qualification focuses on digital strategy for the purpose of building brand identity, reputation and equity. Strategic Brand Building and Management principles are leveraged to facilitate analysis and systemic consideration of the digital aspects which enable corporates, not-for-profit organisations, entrepreneurial ventures and start-ups to be well-positioned and visible in the market, and to increase both equity and profitability.

In line with the global transformation footprint, organisations are actively recruiting working professionals with the theoretical and practical knowledge and skills to integrate all aspects of strategic digital communication for building a brand-business.

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
Principles of Brand Building	Students will develop an understanding of the core frameworks, principles and concepts used for constructing and building purposeful brand identities and architecture. The role of brands in adding value to stakeholders and society will be explored utilising design and systemic thinking to develop innovative brand building solutions. The principles of brand leadership and brand management will be discussed.
Digital Channel Planning	Students will explore the key elements of digital channel planning to gain deeper insight into how brands can approach digital strategy more effectively. Topics include the principles of digital brand building, the nature of the online marketing landscape, the digital channel planning process, and practical approaches to omnichannel marketing.
Digital Experience Design	Students will engage with core themes that focus on user and customer-centered digital experiences, as well as the relationship between digital brand building and modern marketing practices.
Creativity Skills	For digital marketers, understanding and applying design principles is essential. This module introduces the creative process and its different phases, guiding students in developing innovative solutions and creative strategies. Students will also explore user-centered problem solving and experiment with a range of ideation techniques to bring their ideas to life.
Digital Strategy Implementation and Measurement	This module covers the implementation of the strategies and measurement of it through using Big Data, analytics, and metrics to ensure you meet your key performance indicators. Students will cover an overview of brand building and how digital marketing strategies can be implemented and measured to ensure maximum success and positive reputations of brands.
Research Methodology	The purpose of this module is to introduce students to the process of research and to develop their understanding of the techniques of gathering, analysing, interpreting, and evaluating data. Emphasis is placed on a controlled application of methods and techniques to solve a practical problem in the field of brand building. This module introduces the ways in which the processes and outcomes of research can be constructively embedded within professional practices.

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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
PRIB8421	Principles of Brand Building	8	20	DGCP8411	Digital Channel Planning	8	20
				DEXD8412	Digital Experience Design	8	20
Year 2							
Semester 3				Semester 4			
Code	Module Name	NQF	Credits	Code	Module Name	NQF	Credits
CRES8412	Creativity Skills	8	20	RMET8449	Research Methodology	8	20
DSIM8411	Digital Strategy Implementation and Measurement	8	20				

Further Study Pathways

The successful completion of the Postgraduate Diploma in Digital Strategy qualification enables you to progress into an appropriate Master's qualification, subject to meeting the admission requirements.

Career Opportunities

- Digital Strategist
- Digital Brand Manager
- Digital Marketing Manager
- Digital Communication Manager
- Digital Experience Designer
- Digital Channel Planner

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.

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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 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.

Apply Online

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



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