

<b>QUALIFICATION SPECIFICATION</b>						
						<b>SECTION A</b>
<b>QUALIFICATION DEVELOPER</b>		Botho University				
<b>TITLE</b>		Bachelor of Commerce in Digital Marketing		<b>NCQF LEVEL</b>		7
<b>FIELD</b>	Business, Commerce and Management Studies			<b>SUB-FIELD</b>	Digital Marketing	
New qualification		✓	Review of existing qualification			
<b>SUB-FRAMEWORK</b>	General Education		TVET		Higher Education	
					✓	
<b>QUALIFICATION TYPE</b>	Certificate		Diploma		Bachelor	
	Bachelor Honours		Master		Doctor	
<b>CREDIT VALUE</b>					<b>480</b>	
<b>RATIONALE AND PURPOSE OF THE QUALIFICATION</b>						
<b>RATIONALE</b>						
<p>Digital Marketing is a burgeoning area of marketing. Organisations of all sizes are taking advantage of global expansion and advances in computing and communication technology to 'move closer' to their customers and consumers. The need for this qualification emanated from the changing way in which individuals and businesses communicate in the modern business context. With the continual evolving of Information Technology, the world of business has changed dramatically. Businesses communicate their brand and product information to customers globally via websites, emails and via SMSs to keep consumers informed. This shift now demands that companies use technology correctly and efficiently to ensure that they reach the correct target market and that their message is efficiently and competitively conveyed to ensure consumers will select their products and/or services over competitor offerings. This shift is of critical importance and businesses who do not use these services correctly will not gain competitive advantage.</p> <p>Technology such as e-commerce and the Internet have changed the way the world does business (Duncombe &amp; Heeks, 2002; Mutula &amp; Brakel, 2007). It is imperative that specialist education be provided in the field of Digital Marketing to ensure that businesses achieve success through the development of their marketing strategies in line with the new economy for the new consumer. Marketers operating in the new economy must have the knowledge and skills to leverage technology aimed at optimising marketing activities to remain competitive through the creation of, inter alia, electronic client relationship management, social networking marketing and online reputation management. As marketing is about communicating the</p>						



products, services and branding messages in an effective, efficient and professional manner to specific target markets to grow business, the use of technology is imperative to reach the correct target market and achieve a competitive edge for business continuity. In this respect, emphasis is placed on search engine marketing, mobile marketing, e-mail marketing and affiliate marketing through the development and implementation of a digital marketing strategy.

The proposed qualification also places an emphasis on developing students' appreciation and understanding of international business and preparing them for careers in today's increasingly globalized business world. The qualification is designed for prospective students who seek to possess a qualification in international business, including an understanding and mastery of subjects in business ethics and compliance, finance, management and marketing in a global context.

The **Bachelor of Commerce in Digital Marketing** is designed to address the skill shortage for Advertising and Marketing Professionals, Creative directors, and graphic and multimedia designers according to HRDC Top Occupation report (2017) see *Appendix 1*. In addition, development of the human capital is important in achieving VISION 2036 pillars mainly Sustainable Economic Development and Human and Social Development (*Appendix 2*). The two pillars emphasize transformation of the economy to a knowledge-based economy and producing a globally competitive human resource as key strategies for driving economic growth and diversification as outlined in the Botswana National Development Plan 11. It is against this background that this qualification has been developed to address the urgent need for adequately trained manpower to manage the area of Digital Marketing. It also contributes towards Vision 2036 realization by equipping prospective graduates with the necessary marketing skills and competencies for sustainable economic growth (HRDC 2016, Vision 2036, National Development Plan 11).

A market survey was undertaken to establish whether the qualification was viable. The responses from the survey were positive with inkling that the qualification was contemporary, needed, and sustainable (see *Appendix 4 Market Need Analysis*). This qualification was also reviewed by Academic and Industry reviewers, and they buttressed that its contemporary and has the ability to address market needs.

### **Purpose of the qualification**

The Bachelor of Commerce in Digital Marketing is designed to:

- Equip learners with understanding of the conventional marketing approach and enable them to fulfill the marketing function for a business and understand how technology is used effectively and efficiently to accomplish this.



- Enable learners to integrate digital practices with their marketing techniques for the success of the marketing strategies adopted.
- Produce graduates with knowledge, specific skills and applied competence in Digital Marketing, Marketing, Technology, Business Management, General Management, Academic Literacy Skills, Accounting and Finance that will allow them to communicate products, services, and branding messages to a target audience to grow businesses.
- Provide adequate exposure to appropriate technologies to establish an understanding of how technology can be used for marketing in business, inclusive of search engine, mobile and online marketing. Marketers will thus be able to work with technology specialists and developers to guide them to implement marketing strategies effectively to achieve marketing objectives.
- Enable graduates to adequately understand the challenges and opportunities presented by technology to develop and deploy digital marketing strategies for business in cooperation with technologists.

The qualification will also provide qualifiers with knowledge, specific skills and applied competence in a number of fields of the digital and marketing science. This provides opportunities for continued intellectual growth, gainful economic activity and rewarding contributions to society. I will equip learners with the essential skills and knowledge needed to perform optimally as digital marketing professionals.

#### **ENTRY REQUIREMENTS (including access and inclusion)**

**Minimum entry requirement for this qualification is a:**

- NCQF Level 4, Certificate IV (General Education or TVET) or its equivalent.

**Recognition of Prior Learning (RPL):**

- There will be access through Recognition of Prior Learning (RPL) and Credit Accumulation and Transfer (CAT) in accordance with the RPL and CAT National Policies.



<b>QUALIFICATION SPECIFICATION</b>		<b>SECTION B</b>
<b>GRADUATE PROFILE (LEARNING OUTCOMES)</b>	<b>ASSESSMENT CRITERIA</b>	
<p><b>By the end of the qualification learner will be able to:</b></p>		
<p>1. Develop an understanding of digital marketing concepts, principles, strategies processes, theories and practices that can form the foundation for professional judgement and or research in a way that become a habit of mind and relevant to the business environment.</p>	<ul style="list-style-type: none"> <li>• Explore the concept of digital and international brands and brand equity.</li> <li>• Define the role of digital marketing strategies, principles, theories, and concepts are defined within the business sector.</li> <li>• Contextualize digital marketing processes to other areas of business.</li> <li>• Formulate and implement plans and strategies to meet digital marketing objectives.</li> </ul>	
<p>2. Apply quantitative and qualitative methods in digital marketing to collect analyze and interpret data to inform digital marketing strategy development.</p>	<ul style="list-style-type: none"> <li>• Analyse gaps on digital marketing application to achieve business objectives.</li> <li>• Apply deductive, analytical, competitive, and circumscriptive research methods to analyze market trends and digital marketing techniques applied within business.</li> <li>• Conduct research to assess, interpret and present findings relating to digital marketing application and trends in a professionally and academically sound manner.</li> </ul>	
<p>3. Manage functions and process in information gathering and evaluation aimed at creative problem solving in the field of Digital Marketing</p>	<ul style="list-style-type: none"> <li>• Select and present information in an organized manner</li> <li>• Collect, analyse and interpret complex problems that affect digital marketing.</li> <li>• Analyse and evaluate relevant research data to inform research objectives decisions and creative problem solving.</li> <li>• Solve digital marketing problems analytically using thinking and case histories.</li> <li>• Integrate knowledge from various disciplines or modes of enquire in solving digital marketing problems.</li> </ul>	



<p>4. Communicate ideas, verbally, orally, electronically and in writing effectively to the different audience in the field of Digital Marketing.</p>	<ul style="list-style-type: none"><li>• Use effective communication skills in performing work related tasks.</li><li>• Communicate ideas and information pertaining to marketing in a professional manner.</li><li>• Present persuasive arguments that are grounded in a critical theoretical and practical context in a professional manner.</li></ul>
<p>5. Conduct themselves professionally and display autonomy, initiative and authority that reflect digital Marketing Management, and respect of others in all academic and professional interactions.</p>	<ul style="list-style-type: none"><li>• Demonstrate initiative, confidence, and decision-making skills necessary to manage people and the marketing process in the workplace.</li><li>• Demonstrate professional conduct, responsibility and accept accountability for own results and those of others.</li><li>• Apply values and beliefs of professional marketing management in all business interactions.</li><li>• Demonstrate respect of other stakeholders while doing business in the local and international markets.</li></ul>
<p>6. Identify and apply appropriate technology solutions to implement a Digital Marketing strategy and to communicate services, products, and branding messages to a specific target market.</p>	<ul style="list-style-type: none"><li>• Formulate and deploy digital marketing messages and communication campaigns to achieve specific marketing objectives aimed at managing client relationships and social networking.</li><li>• Conduct market analysis to identify gaps where a variety of Digital Marketing tools can be used within business to promote products/services.</li><li>• Develop digital marketing campaigns specific to selected technologies to promote and enhance interaction between business and customers/clients.</li><li>• Provide guidance to a team of technologists to develop digital marketing solutions for various platforms such as: search engine marketing, e-mail marketing and mobile marketing.</li><li>• Identify and apply methodologies and techniques to organize and coordinate activities needed for efficient project completion.</li></ul>



<p>7. Demonstrate research skills by identifying, conducting research on, analysing, presenting research findings and be able to draw conclusions and recommendations on a business-related problem.</p>	<ul style="list-style-type: none"><li>• Undertake an independent survey, researching a topical problem relating to business.</li><li>• Identify and develop a business research problem and proposal to conduct research under supervision.</li><li>• Utilize academic and professional business conventions and formats to compile and present a work integrated research.</li><li>• Use research principles and methods in order to investigate and report on business needs and requirements in relation to a specific management specialization area.</li><li>• Present research findings/results and recommendations in a technical report</li></ul>
<p>8. Demonstrate an understanding of legislative requirements in the business environment.</p>	<ul style="list-style-type: none"><li>• Investigate compliance and implementation requirements applicable to relevant business legislation in line with business and specialization requirements.</li><li>• Apply the concepts, principles, and practices of legal aspects of business to the business and operational environment.</li><li>• Investigate ethical business conduct and governance issues in order to support informed ethical business decisions based on appropriate ethical values and approaches.</li></ul>
<p>9. Show understanding of economic concepts, principles, and theories from a business perspective.</p>	<ul style="list-style-type: none"><li>• Explain the concepts, principles, theories of the micro-environment in terms of market structure and economic determinants.</li><li>• Explain the role of government in the macroeconomic environment in relation to its impact on business.</li><li>• Investigate the concepts, principles theories of the macro environment in terms of business and management implications.</li></ul>



**BOTSWANA**  
Qualifications Authority

**BQA NCQF Qualification Template**

**DNCQF.FDMD.GD04**

**Issue No.: 01**

	<ul style="list-style-type: none"><li>• Demonstrate knowledge of essential economic theory in relation to business and management implications from a Botswana perspective.</li></ul>
10. Demonstrate understanding of professional practice in Digital Marketing	<ul style="list-style-type: none"><li>• Abide by all ethical principles of digital marketing.</li><li>• Adhere to the value and principles of professional practice as well as different target audiences.</li></ul>
11. Apply accounting principles, concepts, and practices in the business environment	<ul style="list-style-type: none"><li>• Interpret business transactions and financial statements.</li><li>• Solve financial problems applicable to relevant business environment through using financial techniques and the interpretation of financial statements.</li></ul>



<b>QUALIFICATION STRUCTURE</b>			
			<b>SECTION C</b>
<b>FUNDAMENTAL COMPONENT</b>	<b>Title</b>	<b>Level</b>	<b>Credits</b>
Subjects / Units / Modules /Courses	Introduction to MS Office	5	10
	Academic Writing for Business	5	10
	Business Mathematics and Statistics 1	5	10
	Introduction to Public Relations	5	10
<b>CORE COMPONENT</b>	Legal Aspects of Business	5	10
Subjects / Units / Modules /Courses	Digital Marketing Fundamentals	6	10
	Business Management 1	5	10
	Principles of Marketing	6	10
	Introduction to Financial Accounting	5	10
	Programming Logic and Design	6	10
	Business Management 2	6	10
	Organisational Behaviour	6	10
	E-marketing Practice	6	10
	French 1	5	10
	Social Media Marketing	6	10
	Microeconomics	6	10
	Financial Accounting1	6	10
	Web Design and Development	6	10
	Web Design Practice Lab	6	10
	French 2	6	10
	International Brand Management	7	10
	Search Engine Optimization	7	10
	Macroeconomics	6	10
	E-Business	7	10
	Google Analytics and AdWords	7	10
	Mandarin 1	5	10
	Customer Relationship Management	7	10
	Marketing Management	6	10
Mandarin 2	6	10	
Import and Export Management	7	10	



	Research Methods in Business	7	10
	Professional Practice in Business	7	40
	Research Project 1: Proposal Writing	7	10
	Digital Marketing Strategy	7	10
	Media Law	7	10
	Digital Marketing Metrics and Analytics	7	10
	Entrepreneurship and Innovation	8	20
	Research Project 2: Dissertation	7	40
<b>ELECTIVE COMPONENT</b> Subjects / Units / Modules /Courses	Globalization and Emerging Markets	7	10
	Creative Publications 1	7	10
	Graphic Design Principles	7	10
	Digital Marketing Software and Techniques	7	10
	Video Production 1	7	10
	Social, Legal and Ethical Issues in Digital Data	7	10
	International Service Marketing	7	10
	International Finance	7	10

**Rules of combinations, Credit distribution** (where applicable):

- This qualification will have at least 480 credits and take at least four years to complete including a full semester internship under the normal fulltime mode of study. The 40 credits internship module, called the Professional Practice in Business module, may typically be done after the student has passed at least 240 credits worth of modules.
- A minimum of 480 credits must be achieved as follows:
  - All fundamental and core modules constituting **450** credits should be achieved.
  - A **minimum** 30 credits must be achieved from any **three electives**.

**Credit distribution**

Level and Credits	Compulsory	Elective
Level 5	<b>90</b>	---
Level 6	<b>150</b>	----
Level 7	<b>220</b>	<b>30</b>
Level 8	<b>20</b>	---
<b>Total Credits: 480</b>	<b>450</b>	<b>30</b>

**ASSESSMENT AND MODERATION ARRANGEMENTS**



**Assessment:**

This qualification will be assessed as follows:

There will be an integrated assessment which will include both formative and summative assessments.

The weightage for formative assessment is **40%** and the weightage for summative assessment is **60%**.

**Moderation Arrangements**

There will be internal and external moderation undertaken by subject matter experts and all internal moderators will be accredited by BQA. All processes and procedures will be in line with NCQF requirements. This will be conducted in reference to the institution's moderation policy and procedures.

**RECOGNITION OF PRIOR LEARNING (if applicable)**

- Candidates may apply for Recognition of Prior Learning (RPL) whether such learning has been gained through formal study, through workplace learning, or through any other formal or informal means.
- Any candidate applying for Recognition of Prior Learning (RPL) or Credit Accumulation and Transfer (CAT) will be expected to provide evidence of such learning that must be relevant, sufficient, valid, verifiable, and authentic.
- Recognition of prior learning (RPL) system will be implemented in accordance with relevant ETP and National RPL policies.

**PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)**

**Learning Pathway:**

**Horizontal Progression Pathways**

The qualification articulates horizontally with various local, regional, and international qualifications.

- Bachelor of Commerce (Marketing Management)
- Bachelor of Commerce (Marketing)
- Bachelor of Commerce (International Marketing)
- Bachelor of Business Administration (Business Management)
- Bachelor of Business Administration (Entrepreneurship).

**Vertical Pathway:**



Completion of the Bachelor of Commerce in Digital Marketing meets the requirement for admission to the following:

- Bachelor (Honors) in Digital Marketing
- Post-Graduate Certificate in Digital Marketing
- Post-Graduate in Diploma Digital Marketing
- Master of Commerce (Marketing Management)
- Master's in Marketing
- MPhil (Marketing)

#### **Employment Pathway:**

The graduates can work in a variety of sectors in both the public and private including:

- Digital Marketing Manager/executive
- Marketing and Communication officer
- Advertising and Marketing Professional
- Graphic and Multimedia Designers
- Digital Analytics
- Digital Project Manager
- Mobile Marketing Specialist
- Social Media Specialist
- Digital Media Coordinator
- Marketing Executive

#### **QUALIFICATION AWARD AND CERTIFICATION**

The learner will be awarded '**Bachelor of Commerce in Digital Marketing**' after attaining 480 credits as specified in the rules of combination and credit distribution.

- A minimum of 480 credits must be achieved as follows:
  - ALL core unit standards constituting **450** credits should be achieved.
  - A **minimum of three electives** (30 credits) must be achieved from the electives.

Graduates will be awarded a Certificate and transcript for the **Bachelor of Commerce in Digital Marketing**.



## REGIONAL AND INTERNATIONAL COMPARABILITY

The Bachelor of Commerce in Digital Marketing was designed to provide learners with knowledge, specific skills and applied competence in digital marketing that will allow them to use technology to communicate products, services and branding messages to a target audience to grow business. The design of the Bachelor of Commerce in Digital Marketing was influenced by regional and global trends in the corporate world as well as curricula being offered by major universities.

### **Regionally: Prestige Academy (SAQA accredited): Bachelor of Commerce in Digital Marketing**

The design of the **Bachelor of Commerce in Digital Marketing** is influenced by regional and global trends in the corporate world. Regionally, the Qualification was benchmarked with the Bachelor Commerce in Digital Marketing offered by Prestige Academy in South Africa and is SAQA registered. This qualification was used for benchmarking the Bachelor of Commerce in Digital Marketing. This qualification aims to expose learners to a specialist area of marketing and equip them with advanced in-depth knowledge combined with practical skills to enter the digital marketing field confidently. This qualification aims to bridge the gap between theoretical knowledge and its practical application in industry. Special emphasis is also placed on applying these techniques at an international level that is equipping learners for the global marketplace. The proposed qualification compares favorably well with that of Prestige especially the digital marketing aspect.

### **Similarities & differences:**

#### **Similarities**

The Proposed Bachelor of Commerce in Digital Marketing compares well with the one offered by Prestige Academy South Africa on the digital marketing module content. The Bachelor of Commerce in Digital Marketing sorely focuses on digital marketing modules and general marketing management modules. In this program, learners can qualify with an honors degree if they pursue one year doing the level 8 courses. B. Com in Digital Marketing and the Bachelor of Commerce in Digital Marketing share many similar modules such as digital marketing strategy, Business communication, Marketing foundations, E-marketing practice, e-business practice and entrepreneurship, research methodology, strategic management, services marketing, advanced research methodology. Another similarity is that both qualifications have a dissertation component and work-related learning structure.

#### **Differences**



A significant difference is on their credit value: The proposed qualification operates on a 10 credits modular structure over four years with the credit value of 480 credits. On the other hand, The Bachelor Commerce in Digital Marketing offered by Prestige Academy has no standard credit valuation like the one offered through this proposed qualification since module credit weightings vary from 5 credits to 60 credits.

**Internationally:**

**1. University of Wisconsin BSc in Digital Marketing**

The **Bachelor of Commerce in Digital Marketing** is benchmarked on regional and global trends. The qualification was benchmarked internationally with the University of Wisconsin's BSc Digital Marketing Technology. This qualification was used for benchmarking on the modules for digital marketing which are embedded within the proposed Bachelor of Commerce in Digital Marketing qualification, and the heart of the curriculum is in areas of web technology and enterprise technology systems. Courses in software and web applications, marketing, design, production, and analytics provide a cross-disciplinary approach to prepare students for a broad range of careers where the job titles are just emerging and will be constantly changing and growing in the foreseeable future.

**Similarities & differences:**

The proposed Qualification, Bachelor of Commerce in Digital Marketing and BSc degree in Digital Marketing Technology both use an academic skills model that emphasizes broad skills across related disciplines, and depth within the core technology systems related to marketing. They all draw from key areas related to content, design, development and information systems to develop graduates with a broad understanding of the use of communication technology systems in marketing. There are also significant similarities in terms of the content offered by the Proposed Bachelor of Commerce in Digital Marketing and the BSc Digital Marketing Technology offered by the University of Wisconsin. Similar modules include Search Engine Optimization, Web and Internet Programming, Digital Marketing Strategy and most of the foundational modules such as Principles of Marketing, Introduction to Financial Accounting etc. Another similarity is that the assessment strategies for both the proposed Bachelor of Commerce in Digital Marketing and the BSc Digital Marketing Technology offered by the University of Wisconsin are the same.

**Differences**

Significant differences can be found on the credit values. The University of Wisconsin's modular structure consists of a range 1-4 credits per module totaling a minimum of 140 credits as compared to the



predominantly standard 10 credit modules totaling 480 credits in the proposed Bachelor of Commerce in Digital Marketing.

Another difference is that the proposed Bachelor of Commerce in Digital Marketing offers only seven electives to choose from whilst the BSc Digital Marketing Technology offered by the University of Wisconsin has many options and electives to choose from. Students will take elective courses from different disciplines and have added flexibility to develop a secondary area of vertical depth. Using those flexible credits to achieve a minor will be encouraged for the students.

## **2.University of Derby B. Com Marketing (Digital)**

The design of the **Bachelor of Commerce in Digital Marketing** is also influenced by global trends. Globally, the qualification was benchmarked with the University of Derby which offers the BSc Marketing (Digital). **Bachelor of Commerce in Digital Marketing** qualification was specifically designed for students to develop competence and innovative ability in the application of digital opportunities in marketing and to apply theories of the value and opportunities of personalization of marketing. The qualification further aims to develop students' knowledge of digital and social media marketing techniques and applications, challenge current assumptions about marketing, developing a more critical view on contemporary marketing issues, and evaluation and planning digital marketing campaigns, using relevant tools and techniques. For more information on Benchmarking *see Appendix 7*.

### **Similarities & differences:**

Apart from differences in the contents of the modules, the proposed Bachelor of Commerce in Digital Marketing and BSc Marketing (Digital) offered by the University of Derby are significantly similar. The foundation level for the BSc in Marketing (Digital) degree is similar to the proposed Bachelor of Commerce in Digital Marketing first year modules. Similar modules include Marketing Fundamentals, English, Mathematics, Study Skills for Business, Contemporary Issues in Business, Business Communication, Data Analysis for Business, Managing the Brand, Introduction to Digital Marketing, Business Acumen and Entrepreneurship, Integrated Marketing Communications, Marketing Strategy, Marketing Across Cultures, Services Marketing, Content and Ethics and Social Responsibility. Both qualifications offer work related learning through modules professional practice under the proposed Bachelor of Commerce in Digital Marketing and the internships under the BSc in Marketing (Digital) by Derby University.

### **Differences**



Insignificant differences however exist on the programs credit values and study duration: The University of Derby's total credit value is 520 over 4 years, and the proposed Bachelor of Commerce in Digital Marketing is 480 over 4 years. However, the University of Derby offers more comprehensive modules specifically some core modules which consist of 40 credits.

The other difference is that the proposed Bachelor of Commerce in Digital Marketing places great value on the professional practice with 40 credits, the BSc in Marketing (Digital) does not put any value on the internship as it offers no credits for the course although it's compulsory. The dissertation module is not compulsory for the BSc in Marketing (Digital) at University of Derby but it is compulsory under the proposed Bachelor of Commerce in Digital Marketing and is 20 credits.

### **3. University of Westminster: BA International Marketing**

The qualification was also benchmarked internationally with the University of Westminster 's BA International Marketing since no similar qualification was found nationally and regionally. This qualification was used for benchmarking on the modules for international marketing which are embedded within the proposed Bachelor of Commerce in Digital Marketing. The major aim of the BA International Marketing from University of Westminster 's is to enable students to develop an awareness of marketing and marketing practice in an international context as well as an awareness of the interaction with the other functional areas of business in order to contribute to the success of organizations. This qualification explores the complexity and diversity facing marketers when operating in the highly competitive world marketplace. It will give students the knowledge, skills and practical experience needed to pursue opportunities with international organizations in areas such as strategic marketing planning, market research, marketing communications and brand management. Similarities exist between these two qualifications because they provide a specialised focus on Digital Marketing.

#### **Similarities**

There are significant similarities in terms of the content offered by the proposed Bachelor of Commerce in Digital Marketing and the BA in International Marketing offered by the University of Westminster. Similar modules include, Buyer Behavior, Marketing Metrics, Marketing Research, Distribution and Retail, Ethics and Social Responsibility in Marketing, Marketing Services, Interactive and Digital Marketing, Principles of Marketing, Brand Management, Managing Brands, Dissertation, Project and Professional Practice. The only differences are the names of the modules but the module contents are the same. Another similarity is



that the assessment strategies for both the proposed Bachelor of Commerce in Digital Marketing and the BA in International Marketing offered by the University of Westminster are the same.

**Differences**

Significant differences can be found on the credit values. The University of Westminster's modular structure consists of a standard 20 credit modules totaling a minimum of 320 credits as compared to the standard 10 credit modules totaling 480 credits in the proposed Bachelor of Commerce in Digital Marketing. Another difference is the duration of the qualification. The proposed Bachelor of Commerce in Digital Marketing will have a duration of 4 years whilst the BA in International Marketing offered by the University of Westminster has a minimum duration of 3 years and 1 year option for work related learning to make it four years.

**REVIEW PERIOD**

This qualification will be reviewed every 5 years.