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		Issue No.	01
		Effective Date	04/02/2020

SECTION A: QUALIFICATION DETAILS																	
<b>QUALIFICATION DEVELOPER (S)</b>		New Era College															
<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				<b>CREDIT VALUE</b>		480			
New Qualification		√		Review of Existing Qualification													
<b>SUB-FRAMEWORK</b>		General Education						TVET						Higher Education		√	
<b>QUALIFICATION TYPE</b>		Certificate		I	II		III		IV		V		Diploma		Bachelor		√
		Bachelor Honours				Post Graduate Certificate				Post Graduate Diploma							
		Masters								Doctorate/ PhD							
RATIONALE AND PURPOSE OF THE QUALIFICATION																	
<p><b>RATIONALE:</b></p> <p>The principal aim of this qualification is to prepare graduates who will be ready for careers in business environment characterised by accelerated changes in technology and consumer habits, and there is high demand as organisations requires new marketing skills to gain the competitive edge in digitalised business world. This qualification develops skills required to sell and promote products and services in a digitalised world where mobile technology is transforming marketing strategies and practice which includes use of technology to communicate brand, product and service messages to a target audience and to develop business acumen. Upon the completion, the graduates will be able to apply search engine, mobile and online marketing insight in guiding technology specialists and developers in the planning and implementation of digital marketing strategies. In addition to this, the qualification ensures that students understand the brand and business environment with regards to digital and e-commerce marketing, management, finance and project management.</p> <p>The Botswana Government wants to increase its Gross Domestic Product annually. This is clearly stated in Chapter 3 of the National Development Plan II. For the period of 1975/1976 – 1995/1996, the GDP rate of</p>																	

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growth averaged 9.2 percent in real terms and for the period up to 2007/2008, it averaged 8.7 percent. However, the economy only grew at 3.5 percent in constant prices during NDP 7, which later rebounded to 7.1 percent during NDP 8. It later fell to 3.3 percent during NDP 9. NDP 10 sets its GDP growth rate target at 3.1 percent. All these trends suggest that the economy's growth rates have now decreased over time.


There is a general dictum among the public that for Botswana to experience a high growth rate in its GDP, there is an urgent need for it to embrace the digital marketing strategy for the sale of its domestic products, locally and internationally. For the economy to be competitive, the use of digital marketing is imperative. This will help the nation to have a large share of the market for its products and services.

Apart from the public sector, the private sector also needs to embrace digital marketing of its products and services. For the Small, Medium and Micro Enterprises (SMMEs), there is a need for them to embrace the use of digital marketing of their products and services since this is less expensive when compared to the traditional method of marketing a product. In Botswana, it is estimated that SMMEs contribute about 35% of its GDP. In view of this, there is an urgent need to promote digital marketing in this sector of the economy. This will not only help SMMEs to increase its market share, but it will also help for their survival since the ability to acquire a large market share will increase its propensity to increase its profits.

The structuring of this qualification is in line with the Botswana National Development Plan which indicates that: The National Development Plan II emphasized the needs to move from the present analogue to full digital system. To successfully achieve digital marketing, we need graduates with digital marketing qualification who will be able to use their skills to meet the State – of – the Arts demands in marketing both products and services.

According to HRDC priority occupation list 2019, Under table 1: "future jobs in the global market", there is demand for sales and marketing professionals and digital marketing and strategy specialists. Under table 3: "forecasts for Botswana's Top Occupations in demand", there is a demand for sales, marketing and development managers. Under table 4; "technical and soft skills for the top occupations in demand for Botswana", under the following sectors there is demand for digital marketing professionals.

- Creative industry
- Education sector

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- Finance and business services
- Manufacturing sector

The Human Resource Development Council, HRDC, (2016-2021, Page 119), through the 14 HRDC Sector Committees which were established to address the problem of skills mismatch, in order to produce a globally competitive Human Resource. Vision 2036, which is focused on “achieving prosperity for all”, under Pillar 2, Human and Social Development is aimed at education and skills development. This would ensure that Botswana society will be knowledge based with relevant quality education that is outcome based, emphasizing on education with production, Vision, (2036, Page 31). Furthermore, Statistics Botswana through its data portal led the 2030 agenda for sustainable development and refined its mandate through sustainable development goals. Goal number 4 was aimed at leading quality education to ensure inclusive and equitable quality education and promote lifelong learning opportunities for all, (<http://botswana.opendataforafrica.org>).


#### **PURPOSE:**

The purpose of the Bachelor of Commerce in Digital Marketing is to equip candidates with knowledge, skills and competences to:

- Demonstrate the understanding of Digital marketing and media concepts
- Understand the principles and practices of Digital Marketing in commercial setting.
- Integrate Digital Applications for Electronic Media, Marketing Information Systems, Customer relationship management, Data Analysis, Social and Intercultural Communications, Marketing Management, Graphic Design and Arts, email marketing, social media advertising and Communications.
- Apply practical and theoretical knowledge of marketing management and its environment
- Draft, plan and implement a marketing strategy by using digital marketing tools.
- Analyse cross-cultural and ethical issues in globalised digital markets.
- Analyse the impact of technology in Digital Marketing and customer relationships.

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


- a) NCQF level 4 (Certificate IV) or equivalent, with passes in relevant subjects such as English, Mathematics and a Science subject.

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b) Access through Recognition of Prior Learning (RPL) and CATS will also be provided for, and candidates will have to meet the necessary criteria set by individual ETPs in accordance with the BQA respective policies and regulations for RPL and CATS.

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<b>SECTION B</b>		<b>QUALIFICATION SPECIFICATION</b>	
<b>GRADUATE PROFILE (LEARNING OUTCOMES)</b>		<b>ASSESSMENT CRITERIA</b>	
<ul style="list-style-type: none"> <li>Establish a broad knowledge in understanding the principles and practices of Digital Marketing in commercial setting.</li> </ul>		<ul style="list-style-type: none"> <li>Explain the role and importance of digital marketing in a rapidly changing business landscape</li> <li>Explain the concept of Digital World</li> <li>Discuss the opportunities and risks of integrated digital marketing.</li> <li>Understanding the emerging trends in digital marketing and critically assess the use of digital marketing tools by applying relevant marketing theories and frameworks.</li> </ul>	
<ul style="list-style-type: none"> <li>Apply practical and theoretical knowledge of marketing management and its environment</li> </ul>		<ul style="list-style-type: none"> <li>Analyse real-world marketing problems, develop alternative solutions, evaluate the strengths and weaknesses of these solutions and choose and implement a solution.</li> <li>Describe the sphere of responsibility for marketing management.</li> <li>Illustrate the development of marketing management.</li> <li>Apply fundamental concepts in marketing.</li> <li>Analyse the marketing environment.</li> <li>Create and re-purpose content for the digital environment.</li> </ul>	
<ul style="list-style-type: none"> <li>Analyse and synthesize, consumer behaviour and consumer decision making.</li> </ul>		<ul style="list-style-type: none"> <li>Describe the major types of consumer buying behavior, the stages in the buyer decision process and completely outline the components of the marketing mix</li> <li>Demonstrate the consumer decision-making process.</li> <li>Assess the role of information processing in the decision-making process.</li> <li>Evaluate consumer perception of price</li> </ul>	


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<ul style="list-style-type: none"> <li>• Demonstrate knowledge and understanding of major bases for segmenting consumer and business markets.</li> </ul>	<ul style="list-style-type: none"> <li>• Define and be able to apply the three steps of target marketing: (market segmentation, target marketing and market positioning)</li> <li>• Understand how different situations in the competitive environment will affect choices in target marketing.</li> <li>• Describe online market presence, segmentation and the 4 Ps of marketing and their implications for digital marketing.</li> </ul>
<ul style="list-style-type: none"> <li>• Develop a full knowledge in the drafting, planning and implementation of a marketing strategy by using digital marketing tools.</li> </ul>	<ul style="list-style-type: none"> <li>• Identifying, assessing and selecting digital market opportunities.</li> <li>• Discuss the key elements of a digital marketing strategy.</li> <li>• Outline an approach to developing a digital marketing plan.</li> <li>• Illustrate how the effectiveness of a digital marketing campaign can be measured.</li> <li>• Assess the functions of digital marketing in the sales and promotion of goods and services.</li> <li>• Apply digital marketing using tools; Web Analytics, Web AdWords, Mobile marketing, and YouTube Marketing.</li> <li>• Explain the key marketing and business models that will help to shape your digital marketing strategy.</li> </ul>
<ul style="list-style-type: none"> <li>• Promote Marketing of products and services nationally and internationally.</li> </ul>	<ul style="list-style-type: none"> <li>• Identify and discuss the stages a product goes through and how to manage product portfolio</li> <li>• Evaluate approaches to internationalization.</li> <li>• Demonstrate appreciation on the differences in marketing of services from tangible products.</li> <li>• List and describe the steps in the new-product development (NPD) process</li> <li>• Eexplain the key digital marketing activities needed for competitive success</li> <li>• Discuss the benefits of Online Marketplaces</li> </ul>

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	<ul style="list-style-type: none"> <li>Demonstrate possible factors that might hinder the full utilisation of digital marketing in future.</li> </ul>
<ul style="list-style-type: none"> <li>Demonstrate the understanding of Digital marketing and media concepts</li> </ul> 	<ul style="list-style-type: none"> <li>Identify the various new media such as; social media, mobile technology, web analytics, search engine optimization, viral advertising.</li> <li>Explain core business principles in the primary areas of digital marketing, web technologies, new media and management, as well as the interconnectedness of these disciplines in the running of an organization.</li> <li>Interpret the traditional marketing mix within the context of a changing and extended range of digital strategies and tactics.</li> <li>Demonstrate multi-channel media fluency, applying communication skills including oral, written, visual, digital, and technological to successfully engage multiple stakeholders.</li> <li>Understand mobile marketing measurement and analytics.</li> <li>Create and run advertisements on Search Engines</li> <li>Explain why we get advertising materials when we use our email or social network.</li> </ul>
<ul style="list-style-type: none"> <li>Formulate and implement appropriate marketing strategies.</li> </ul>	<ul style="list-style-type: none"> <li>Analyse the relationship between marketing strategy and corporate strategy.</li> <li>Develop marketing strategies for various stages of the product life cycle.</li> <li>Demonstrate mastery in marketing strategy by applying market research data, consumer behaviour theory, and in-depth analysis to create a strong foundation for the development of a brand that resonates with stakeholders.</li> <li>Discuss some of the reasons that can cause a Digital Marketing Campaign to fail.</li> <li>Identify the metrics used in digital marketing.</li> </ul>





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	<ul style="list-style-type: none"> <li>Identify the issues in drafting a digital marketing plan.</li> </ul>
<ul style="list-style-type: none"> <li>Analyze the impact of technology in Digital Marketing and customer relationships.</li> </ul>	<ul style="list-style-type: none"> <li>Review the latest technologies used in Digital Marketing.</li> <li>Explain the concept of disintermediation.</li> <li>Assess the search engines used in Digital Marketing (Google, Bing, yahoo etc).</li> <li>Explore and analyse the outcome of the search-on-search engines.</li> <li>Apply basic CRM principles online</li> <li>Identify the role of CRM systems and its benefits.</li> </ul>
<ul style="list-style-type: none"> <li>Apply research knowledge, skills and competence in relation to Digital Marketing.</li> </ul>	<ul style="list-style-type: none"> <li>Make a write up of the backgrounds of the selected topic and the organizations following a research guideline.</li> <li>Critic literature review and relate their topic to what has been researched by other scholars to answer the research questions.</li> <li>Come up with the relevant research methodology and design incorporating data collection methods ensuring the accuracy and validity of the instruments used.</li> <li>Demonstrate cognitive knowledge of the skills required in conducting online research and research on online markets</li> <li>Display knowledge of the ethical issues involved in undertaking marketing research.</li> <li>Present the data and discuss the findings of the research.</li> <li>Conclude and make recommendation to be done.</li> </ul>
<ul style="list-style-type: none"> <li>Develop a business plan for a small business set up and one for the existing organisation.</li> </ul>	<ul style="list-style-type: none"> <li>Describe the nature of entrepreneurship and the characteristics of successful and effective entrepreneurs and innovators.</li> <li>Identify entrepreneurial opportunities and research their feasibility.</li> <li>Initiate, plan and manage entrepreneurial ventures.</li> </ul>




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	<ul style="list-style-type: none"> <li>• Write a business plan.</li> <li>• Make a Marketing Plan.</li> <li>• Plan Operations and Product/service design and development plan.</li> <li>• Prepare Financial Projections.</li> </ul>
	<ul style="list-style-type: none"> <li>• Analyse cross-cultural and ethical issues in globalised digital markets.</li> <li>• Identify ethical and moral issues in digital marketing and needed actions to solve them.</li> <li>• Understand the generally accepted codes of conduct in the field of marketing and in business.</li> <li>• Identify issues in adapting to globalised markets that are constantly changing and increasingly networked.</li> <li>• Assess the legal and ethical implications of strategic marketing campaigns.</li> <li>• Evaluate unethical practices to boost webpage rankings</li> </ul>

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<b>SECTION C</b>	<b>QUALIFICATION STRUCTURE</b>					
<b>COMPONENT</b>	<b>TITLE</b>	<b>Credits Per Relevant NCQF Level</b>				<b>Total</b>  <b>(Per Subject/ Course/ Module/ Units)</b>
		<b>Level [5]</b>	<b>Level [6]</b>	<b>Level [7]</b>	<b>Level [8]</b>	
<b>FUNDAMENTAL COMPONENT</b>  <i>Subjects/ Courses/ Modules/Units</i>	Communication and Technical Writing	10				10
	Principles and Concepts in Marketing	10				10
	End User Computing	10				10
	Principles of Human Resource Management		10			10
	Introduction to Digital Marketing		10			10
	Introduction to Accounting	10				10
	Application of Computer and Mobile Devices in Marketing	10				10
	Fundamentals of Project Management		10			10
	Business Statistics		10			10
	Principles of Economics		10			10

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	Integrated Marketing Communication		10			10
	Introduction to E-commerce and Mobile commerce		10			10
<b>CORE COMPONENT</b>  <i>Subjects/Courses/ Modules/Units</i>	Marketing Information and Research		10			10
	Marketing Dynamics		10			10
	Information Systems and Strategy		10			10
	Direct and Digital Marketing of Products and Services			10		10
	Buyer Behavior and Segmenting Markets			10		10
	Managerial and Customer Related Issues			10		10
	E-Commerce and Security			10		10
	Managing work costs & Business Management			10		10
	Content Marketing			10		10
	Marketing Strategy and Planning			10		10
	Project Planning, Organizing & Tracking			10		10
	Digital Citizenship			10		10
	Product Marketing			10		10

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	Service and Non-Profit Marketing			10		10
	Innovation and Knowledge Management in Services and Products			10		10
	Project Management			10		10
	Search Engine Optimization (SEO)			10		10
	Internship - Work Related Attachment			40		40
	Brand Management			10		10
	World Wide Web Security			10		10
	Research Methods			10		10
	Social Media Marketing			12		12
	E-Marketing Practice			12		12
	Cyberpsychology Marketers			10		10
	Entrepreneurship			12		12
	Research Capstone Project			16		16
	Digital Marketing Opportunities and Strategy			12		12
	Data Analysis, ROI & Reporting			12		12
	Innovation Management			12		12

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<b>ELECTIVE/ OPTIONAL COMPONENT</b>  <i>Subjects/Courses/ Modules/Units</i>	Ethical Issues in Digital Marketing, Law and Policies			10		10
	Organizational Behavior			10		10
	Marketing Management & Business Marketing Programing				12	12
	Strategic Management				12	12
	Financial Management				12	12


**SUMMARY OF CREDIT DISTRIBUTION FOR EACH COMPONENT PER NCQF LEVEL**

**TOTAL CREDITS PER NCQF LEVEL**

<b>NCQF Level</b>	<b>Credit Value</b>
<b>5</b>	<b>50</b>
<b>6</b>	<b>100</b>
<b>7</b>	<b>318</b>
<b>8</b>	<b>12</b>
<b>TOTAL CREDITS</b>	<b>480</b>

**Rules of Combination: (Please Indicate combinations for the different constituent components of the qualification)**

1	Fundamental Component	12	120
2	Core Component	29	338
3	Elective Component (Choose 2 Modules)	5	22
<b>4</b>	<b>Total</b>	<b>46</b>	<b>480</b>

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## **ASSESSMENT ARRANGEMENTS**

All assessments, formative and summative, leading/contributing to the award of credits or a qualification should be based on learning outcomes and/or sub-outcomes.

### **Summative assessment**

The Final Examination contributes to 60% of the final grade.

### **Formative assessment**

Formative assessments contribute to 40% of the final grade.

## **MODERATION ARRANGEMENTS**

Assessment and moderation shall be carried as per ETP's policies, which are aligned to BQA/ National policies. The ETP will engage only BQA accredited assessors and moderators to carry out assessment and moderation.

## **RECOGNITION OF PRIOR LEARNING**

Candidates can gain part or whole qualification through the application of ETP's Recognition of Prior Learning (RPL) and Credit Accumulation and Transfer CAT policies which is in line with National Policies.

## **CREDIT ACCUMULATION AND TRANSFER**

Credit Accumulation and Transfer CAT policies which is in line with National Policies.

## **PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)**


### **Horizontal Articulation (related qualifications of similar level that graduates may consider)**

- Bachelor of Commerce in Business Management,
- Bachelor of Commerce in Entrepreneurship,
- Bachelor of Commerce in Strategic Management,
- Bachelor of Commerce in Human Resource Management

### **Vertical Articulation (qualifications to which the holder may progress to)**

- Honours Bachelor of Commerce (Digital Marketing)
- Masters in Digital Marketing
- Masters in E-Business and Digital Marketing

### **Employment Pathways**

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- PPC Search Manager
- CRM and Email marketing Manager.
- Digital Agency Account Manager and Sales Director.
- Digital Marketing Manager and Web Manager.
- Ecommerce Manager.
- Digital Marketing Managers & Directors
- Email Marketing Specialist
- User Experience (UX) designers
- SEO/SEM Specialists
- Virtual Reality Developers and Editors
- Content Managers & Strategists
- Analysts & AI Specialists

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

To be awarded a **Bachelor of Commerce in Digital Marketing**, a candidate must attain 480 credits to graduate.

#### **Certification**

A certificate will be issued to candidates upon successful completion of all requirements.


#### **REGIONAL AND INTERNATIONAL COMPARABILITY**

##### **Summary Of Similarities And Differences Observed with National registered qualification**

##### **Comparison with International Qualifications**

1. **University of Portsmouth -BA (Hons) Digital Marketing** aims to prepare the learners on how to harness creativity and learn content that captures an audience, communicates a message as well as understanding of how to interpret digital data to drive results for organisations. The fundamental components include marketing principles and practice, understanding consumers' behaviour, managing people in organisations, digital marketing and visualising data. Modules are assessed by written examination held at the end of each semester, class test and assignments. Prescribed hours for




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instruction and assessment weights must be completed for the award of the qualification. Upon completion of the qualification, learners are employed as experts in the field of digital marketing.

2. **University of Toledo BBA in Digital Marketing** emphasizes the groundwork for e-marketing and the role of strategy, planning and consumer behaviour in social media. The qualification helps learners to understand “soft” skills like communication, leadership, and critical thinking as well as the basics of: Digital and conventional media (including social and mobile media), Marketing strategies and analytics, Website design and management and Information technology. The fundamental components of the qualification include E-Commerce and Network Technology, Web Design and Data Analytics, Internet Marketing and Social Media Marketing. The modules are assessed by written examination held at the end of each semester, class test and skill-building, projects, and portfolio work. Prescribed hours for instruction and assessment weights must be completed for the award of the qualification.
3. **Robert Gordon university BA (Hons) in Digital Marketing** prepares learners with the relevant knowledge and skills to design, deliver and evaluate digital Marketing strategies. It prepares the learners for a successful career in the marketing industry using electronic devices and the social media. The fundamental components include digital media platforms and practices, managing in creative industries, content marketing, brand management, introduction to data analysis and visualisation of integrated marketing. Assessment methods include various reports, project output and oral assessment. The examination is held at the end of each semester. The prescribed credits units and all the reports must be complied with by the learner before the degree can be awarded to the learner.

Generally, the qualifications studied are similar in that all of them cover the area of digital marketing, principles of marketing and branding. In the same vein, the qualifications have similar assessment methodology except the assessment of learners at Robert Gordon University which mainly consist of reports, project output and oral examination.

The differences observed include the fact that the qualification at Robert Gordon University and University of Toledo in Digital Marketing is not assessed only through the normal written examination. It is assessed through reports submitted by the learners, through project output and lastly through oral examination. The

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other qualifications from University of Portsmouth do not have the above assessment method of the learner. In addition to the above differences is the fact that at the university of Southampton, it emphasizes the use and understanding of the principles of e-marketing as the foundation for value delivery system.

### **Comparability And Articulation of the Proposed Qualification with the Ones Examined**

The proposed qualification generally compares well with the three qualifications or qualifications studied in terms of content, scope to be achieved before assessment. The only part that sets this qualification apart from the ones studied and highlighted in this document is the fact that it is drafted and developed to meet the industry needs of the local environment where these industry and organisations are operating in Botswana. The industry needs are specific as discussed with our various stakeholders we consulted while developing our qualification on digital marketing. However, our qualification is 80% comparable with the four (4) other universities we studied. The 20% difference is based on the needs of the various industry and marketing agencies we consulted as our relevant stakeholders in Botswana. In general assessment, this is a narrow margin and insignificant when compared with the four (4) universities we studied to benchmark our qualification.

This qualification is of high demand in this digital era as we were being informed by the various stakeholders whom we consulted before developing this degree qualification in digital marketing. This program is designed to prepare the learner for vendor certification exams which are Internationally recognized, as these skills are on demand in global market helping them employable.

Finally, this proposed qualification offers a wide range of alternatives in which the students can specialize in their final year.

### **REVIEW PERIOD**

The qualification will be reviewed after 5 years.

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