IIE Master of Arts in Digital Communication

Faculty of Humanities

The Master of Arts in Digital Communication will also critically expound on the cultural milieu, digital ethnographies, ethical communication practices, various digital communication tools and platforms and current methodological approaches to digital communication practice for graduates to be strategic, purposeful, meaningful, disruptive, and reflective communicators in the digital communication landscape.

The purpose of the Master of Arts in Digital Communication 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 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.

MASTERS   **ONLINE**   **DISTANCE**

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 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

CURRICULUM

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.			
Code	**Mode Name**	**NQF**	**Credits**	**Code**	**Module Name**	**NQF**	**Credits**
DCMS9511	Digital Communication Strategy	9	25	**SRPW021**	SLP: Proposal Development for Master's Studies	0	0
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				
Code	**Mode 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	**NQF**	**Credits**
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.	9	80

ADMISSION REQUIREMENTS

An appropriate HEQSF Level 8 Honours degree; OR

A relevant Postgraduate Diploma or appropriate equivalent; OR.

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.

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 The IIE.

Please note: All admitted students will be required to successfully complete a research short learning programme: Proposal Development for Master's Studies (SRPW021).

International:	A SAQA NQF L8 Evaluation Certificate in an appropriate field**.**
Notes:	An overall qualification average of at least 65%, normally.
Additional notes:	All students are required to complete the Proposal Development for Master's Studies during their first year second semester of studies. The outcome of this SLP is a draft proposal required for supervisor allocation for the mini dissertation in Year 2 semester 1 of study. The SLP will run concurrently with the coursework modules in the first year of study. You will be sent a manual contract to complete, and we will add the module to your registration on your behalf. The cost of the SLP is in addition to the Master of Arts in Digital Communication.

Please note that this fact sheet is accurate at the time of publication. The Independent Institute of Education (The IIE) reserves the right to alter any of the content prior to commencement of registration due to changes in regulation, policy, market requirements, or any other valid reason. V2 29 May 2025.

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BAC ACCREDITED

WHAT ARE THE BENEFITS OF AN IIE DISTANCE (ONLINE) QUALIFICATION?

The IIE's 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.
- Online Success Navigators 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.

DEVICE AND CONNECTIVITY SPECIFICATIONS REQUIRED FOR ONLINE STUDY:

- 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 8 or macOS 10.15 (Microsoft Office 365 is available as a free download for IIE 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.

WHERE ASSESSMENTS ARE WRITTEN IN PERSON

- For students based in South Africa, online students may select any campus of The IIE's Varsity College, Rosebank College, Vega, or IIE MSA 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 IIE campus. If there is no IIE campus within reach, an alternative venue will need to be sourced by you. For non-IIE venues, there is an alternative venue levy per module.

HOW WILL THE IIE'S VARSITY COLLEGE 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.

THE IIE IS ACCREDITED AS AN INDEPENDENT HIGHER EDUCATION INSTITUTION BY THE BRITISH ACCREDITATION COUNCIL.