

Master of Digital Marketing

Programme Handbook

Welcome

Dear Master of Digital Marketing Students,

This handbook is your guide to the Master of Digital Marketing at AAA School of Advertising. Please read it thoroughly and refer to it regularly — it will support you throughout your academic journey.

This handbook provides a critical overview of the programme's purpose, module outlines, assessment structures, academic regulations, and key administrative information. The intention is to develop both your confidence and proficiency as a senior digital marketing practitioner and independent scholar.

To gain maximum value from this programme, you will need to apply rigorous self-discipline, critical thinking, and professional commitment. The programme is demanding and rewarding in equal measure — and the experience will be transformational.

We look forward to shaping the digital minds of tomorrow. We hope you enjoy the journey!

Overview

Detail	Information
Qualification Title	Master of Digital Marketing
NQF Level	9
SAQA ID	125678
Total Credits	180 Credits (75 in Year 1 · 105 in Year 2)
Mode of Delivery	Blended
Duration	2 Years (minimum)
Number of Modules	10 (including elective and Mini Dissertation)

Purpose & Vision of the Programme

The Master of Digital Marketing offered by the AAA School of Advertising represents a landmark achievement in postgraduate marketing education in South Africa. This qualification, accredited by the Council of Higher Education (CHE), is designed for marketing professionals, strategists, and aspiring digital leaders who seek to operate at the highest levels of the discipline.

In an era defined by digital disruption, data intelligence, and rapid technological evolution, the ability to think strategically, lead boldly, and execute with precision across digital ecosystems has never been more important. This programme equips graduates with the theoretical mastery, analytical rigour, and practical capability to drive digital marketing transformation within organisations of all sizes — from agile start-ups to global enterprises.

Four Interconnected Pillars

Pillar	Description
Strategic Mastery	Advanced command of digital marketing strategy across channels and markets.
Analytical Excellence	Proficiency in AI, big data, and predictive analytics for decision-making.
Innovation Leadership	Capability to lead with emerging technologies.
Ethical Practice	Deep understanding of the legal, ethical, and societal dimensions of digital marketing.

Entry Requirements

Admission to the Master of Digital Marketing is selective and merit-based. The following criteria apply:

- An Honours degree (BA Honours) OR a Postgraduate Diploma in Marketing or equivalent qualification
- The qualification must be at NQF Level 8 or equivalent
- A minimum overall average of 60% in the qualifying degree
- Applicants with equivalent professional experience and qualifications may be considered on a case-by-case basis through RPL

Recognition of Prior Learning (RPL)

AAA School of Advertising recognises the value of professional experience. Applicants who do not meet the standard entry requirements but who can demonstrate substantial relevant experience in digital marketing or related fields may apply under Recognition of Prior Learning (RPL). Please contact the distance learning administrative department for more information.

Evalex and Interview

All students are required to complete an Evalex assessment prior to registering for the qualification. This will be followed by an online interview.

Prior knowledge

Prospective students applying for the Master of Digital Marketing should enter the programme with a solid grounding in core digital tools and platforms that underpin the curriculum. At a foundational level, applicants are expected to be comfortable working with data organisation and basic analysis tools such as Microsoft Excel or Google Sheets, and have familiarity with web analytics through platforms like Google Analytics. A working understanding of social media ecosystems — particularly Meta platforms (Facebook and Instagram) and LinkedIn — is essential, as these feature prominently from the first semester. Students should also have basic exposure to digital advertising concepts, including paid search and social media advertising, as well as an appreciation for content creation tools such as Canva. Familiarity with email marketing platforms like Mailchimp and productivity or collaboration tools such as Google Workspace, Microsoft Office, and Zoom will further prepare students for the demands of the programme. While expert-level proficiency is not expected at entry, students who arrive without at least an intermediate awareness of these tools may find the pace of the programme challenging, as the curriculum builds quickly toward advanced and expert-level application of these platforms across strategy, research, analytics, and advertising modules.

Graduate Attributes

Upon completion of this programme, graduates will demonstrate the following attributes:

- **Strategic Leadership:** Ability to lead digital marketing transformation at an organisational and industry level.
 - **Analytical Rigour:** Mastery of data analytics, AI-driven tools, and evidence-based decision-making.
 - **Innovation Capability:** Proficiency in leveraging emerging technologies including AR, VR, programmatic advertising, and voice search.
 - **Ethical Responsibility:** Deep understanding of legal, ethical, and societal considerations in digital marketing practice globally.
 - **Research Competence:** Ability to conduct independent, original research at an advanced postgraduate level.
 - **Communication Excellence:** Effective communication of complex marketing insights to academic and professional audiences.
 - **Cultural Sensitivity:** Awareness of diverse global audiences and ability to craft culturally relevant digital strategies.
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Graduate Exit-Level Outcomes

Upon successful completion of the Master of Digital Marketing, graduates will be able to demonstrate mastery across the following six exit-level outcomes:

Outcome	Description
LO1 – Critical Synthesis	Critically synthesise and evaluate complex digital marketing theories, strategies, and practices — integrating interdisciplinary insights to drive strategic decision-making and innovation across diverse and dynamic business contexts.
LO2 – Strategic Design	Strategically design, implement, and critically assess advanced digital marketing strategies that leverage emerging technologies, including big data analytics and artificial intelligence, while navigating complex ethical considerations and global market dynamics.
LO3 – Consumer Insight Mastery	Exhibit mastery in critically analysing and interpreting complex consumer behaviour and market research data, utilising advanced analytical techniques, predictive modelling, and AI-driven solutions to derive actionable insights for high-stakes strategic decisions.
LO4 – Integrated Communication	Conceptualise and execute integrated, multi-channel digital marketing communication strategies that maintain brand cohesion, critically engaging consumers across diverse digital ecosystems and demonstrating adaptability to rapidly evolving digital landscapes.
LO5 – Advanced Digital Tactics	Engineer, optimise, and critically evaluate advanced digital marketing tactics — encompassing SEO, SEM, social media marketing, and programmatic advertising — conducting nuanced assessments of ethical implications and effectiveness within a globalised market.
LO6 – Original Research	Pursue independent, original research at an advanced level, critically contributing new insights to the field of digital marketing, and effectively communicating findings to academic and professional audiences with the highest standards of scholarly rigour.

Programme Structure Overview

The Master of Digital Marketing is structured over two years of part-time, blended study. Students register for modules per year and complete a Mini Dissertation or Research Project in Year 2. The programme is designed to progressively deepen knowledge and expertise, building from strategic foundations in Year 1 to advanced specialisation and independent research in Year 2.

YEAR 1 — Foundations of Digital Marketing Strategy (75 Credits)

Year 1 establishes the strategic and analytical foundations of advanced digital marketing practice. Students engage with core theories and frameworks across five compulsory modules, developing the critical thinking, research skills, and strategic capabilities required for Year 2 specialisation.

SEMESTER 1			
Module	NQF Level	Credits	Type
Strategic Marketing Management for the Digital Age 900	9	15	Compulsory
Strategic Consumer Behaviour 900	9	15	Compulsory
Strategic Marketing Communications in the Virtual World 900	9	15	Compulsory
Semester 1 Total		45	
SEMESTER 2			
Module	NQF Level	Credits	Type
Strategic Social Media Marketing 900	9	15	Compulsory
Advanced SEO and SEM 900	9	15	Compulsory
Semester 2 Total		30	
YEAR 1 TOTAL		75	

YEAR 2 — Advanced Specialisation & Independent Research (105 Credits)

Year 2 advances students into specialist territories, original research, and independent scholarship. Students complete two compulsory modules, select one elective from six specialist tracks, and undertake a substantial Mini Dissertation or Research Project.

SEMESTER 1			
Module	NQF Level	Credits	Type
Strategic Advertising Management 900	9	15	Compulsory
Research Methodology 900	9	15	Compulsory
Elective Module (choose one from six)	9	15	Elective
Advanced Digital Marketing and Web Analytics 900	9	15	Elective
Influencer Marketing 900	9	15	Elective
Mobile Marketing 900	9	15	Elective
Content Marketing 900	9	15	Elective
E-commerce 900	9	15	Elective
Digital Branding 900	9	15	Elective
Semester 3 Total		45	
SEMESTER 2			
Module	NQF Level	Credits	Type
Mini Dissertation or Research Project	9	60	Compulsory
Semester 2 Total		60	
YEAR 2 TOTAL		105	
PROGRAMME TOTAL		180	

Assessments

Assessment in the Master of Digital Marketing is designed to reflect the advanced level of postgraduate study and the applied, strategic nature of the programme. Assessment methods combine formative and summative components to develop both critical thinking and practical capability.

Assessment Structure per Module

For all taught modules (excluding the Mini Dissertation / Research Project), assessments will comprise:

- One (1) compulsory research-based written assignment or case study analysis
- One (1) compulsory test or online assessment per module
- One (1) summative examination per module

Assessment Weighting

Assessment Component	Weighting
Assignment	20%
Test	20%
Examination	60%
Total	100%

Mini Dissertation / Research Project

The Mini Dissertation (60 credits) is assessed through a series of milestone submissions and evaluations rather than a traditional examination. Students will receive detailed assessment criteria and submission schedules from their research supervisor at the commencement of Year 2.

Sub-minimum Requirements

- Students must achieve a sub-minimum of 40% in formative assessments in order to qualify for the summative examination.
 - Students must achieve a sub-minimum of 40% in the summative examination and an overall module mark of 50% to pass and obtain credit for the module.
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Assessment Policies and Procedures

Assessments are structured according to associated assessment criteria. Each assessment has a specific due date communicated via the online learning management system (Moodle). Students are required to ensure assessments are submitted on or before the due date.

1. Submission Guidelines

All assignments must be submitted through the designated online portal (Moodle).

2. Deadline Compliance

- Up to 24 hours late: 5% mark reduction
- 24–48 hours late: 10% mark reduction
- Beyond 48 hours: Submissions will not be accepted without valid documentation

3. Special Considerations

- Extensions must be requested at least 48 hours before the deadline.
 - Medical certificates or other supporting documentation must be submitted with extension requests.
 - This is a requirement for all tests and summatives (examinations).
 - Technical difficulties will not be considered valid reasons for late submissions unless communicated in advance, as the campus is equipped with both Mac and Windows devices and online access is expected of all enrolled students.
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Academic Regulations and Progression

- All modules are compulsory (with the exception of the elective selection in Year 2). A student must pass all compulsory modules to graduate with the qualification.
 - Students must successfully complete all Year 1 modules before progressing to Year 2 specialisation modules and the Mini Dissertation.
 - A student may not proceed to the Mini Dissertation without first passing the Research Methodology module.
 - All academic work must comply with AAA School of Advertising's Academic Integrity Policy. Plagiarism and academic dishonesty will be subject to disciplinary action.
 - Results will be released once all administrative matters are cleared and outstanding fees are paid.
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Teaching, Learning and Assessment Strategy

The Master of Digital Marketing employs a blended postgraduate pedagogy appropriate for advanced, online, part-time learners. The programme combines:

- Synchronous and asynchronous online learning sessions
- Case study-based and scenario-driven formative assessments
- Industry-integrated projects and real-world problem solving
- Independent research and scholarly writing development
- Peer collaboration through online discussion forums and group activities

Formative Assessment

Learners will be required to submit one case study assignment and complete one formative knowledge-based assessment per module. The formative assessment may include real-world simulation scenarios, company-based projects, group or individual case studies, presentations, and group discussions.

Summative Assessment

Learners will be required to participate in one summative examination per taught module, for which they will be required to attain a sub-minimum of 40% and an overall module mark (assignment plus exam) of 50% to pass and obtain credit.

Workshop structure

Each module will include three structured workshops as follows:

- 2 x 2-hour workshops on a weekday evening (18:00pm to 20:00pm)
 - 1 x 6-hour Saturday workshop (8:00am to 14:00pm)
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Quality Assurance and Governance

All AAA School of Advertising qualifications are registered with the South African Qualifications Authority (SAQA) and accredited by the Council on Higher Education (CHE). AAA is accredited with the International Advertising Association (IAA) and is a member of the Marketing Association of South Africa (MASA) and the Interactive Advertising Bureau (IAB).

Advisory Board meetings are held bi-annually to review and update curriculum in line with CHE requirements. The Master of Digital Marketing benefits from partnerships with leading industry bodies and digital marketing organisations, ensuring the curriculum remains at the forefront of the discipline.

Student Support Services

AAA School of Advertising is committed to the academic success and wellbeing of all postgraduate students. The following support services are available:

- Online academic support and consultation with lecturers and programme coordinator
 - Research supervision and postgraduate writing development support
 - Access to digital library resources
 - Technology support for all required digital tools and platforms
 - Career development resources and industry networking opportunities
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Module Purpose, Outcomes, and Outlines

Year 1 Modules

MODULE 1 Strategic Marketing Management for the Digital Age	
NQF Level: 9	Credits: 15 Type: Compulsory
Purpose	This module delves into the complexities of strategic marketing in the digital era, equipping students with advanced knowledge and skills to navigate the rapidly evolving digital landscape. It explores how traditional marketing principles can be adapted in digital contexts, examining the impact of digital transformation on consumer behaviour, market dynamics, and competitive strategies. Students will learn to develop and implement innovative marketing strategies that leverage digital technologies to create sustainable competitive advantages, with a focus on big data, analytics, and AI-informed decision-making.
Module Outcomes	<ol style="list-style-type: none">1. Critically evaluate and apply complex marketing theories in digital contexts2. Develop innovative marketing strategies that leverage digital technologies3. Analyse and interpret big data to inform high-level marketing decisions4. Assess the impact of digital transformation on market dynamics and competitive strategies5. Formulate strategic responses to disruptive digital innovations6. Evaluate the ethical implications of digital marketing strategies in a global context7. Design and implement digital marketing performance measurement frameworks
Outline Topics	<ul style="list-style-type: none">• Digital transformation and strategic marketing• Big data analytics and AI in marketing decision-making• Consumer behaviour in digital contexts• Competitive strategy in digital markets• Digital marketing performance measurement• Ethics in digital marketing strategy

MODULE 2 Strategic Consumer Behaviour	
NQF Level: 9	Credits: 15 Type: Compulsory

Purpose	This module focuses on advanced techniques for gathering, analysing, and leveraging consumer data to drive strategic marketing decisions. It explores the complexities of consumer behaviour in the digital age, including multi-channel interactions and the impact of social media on purchase decisions. Students will learn to design and implement sophisticated research methodologies that capture nuanced consumer insights across various digital touchpoints, with an emphasis on AI and predictive analytics. Ethical considerations in data collection and usage are thoroughly examined.
Module Outcomes	<ol style="list-style-type: none"> 1. Design and implement sophisticated consumer research methodologies 2. Synthesise complex consumer data to derive actionable insights 3. Develop predictive models of consumer behaviour using advanced analytics 4. Evaluate the effectiveness of multi-channel consumer engagement strategies 5. Analyse the impact of social media on consumer decision-making processes 6. Apply artificial intelligence and machine learning techniques to consumer data analysis 7. Assess ethical implications of consumer data collection and usage in marketing
Outline Topics	<ul style="list-style-type: none"> • Advanced consumer psychology in digital environments • Multi-channel consumer behaviour and touchpoint analysis • AI and machine learning in consumer insight generation • Predictive modelling of purchasing behaviour • Social media influence on consumer decisions • Ethics and privacy in consumer data collection

MODULE 3 | Strategic Marketing Communications in the Virtual World

NQF Level: 9

Credits: 15 | Type: Compulsory

Purpose	This module provides an in-depth exploration of advanced concepts in digital marketing communications and their strategic implementation. It examines the evolving landscape of virtual communication channels and their impact on consumer engagement. Students develop integrated marketing communication strategies that leverage various digital platforms to create cohesive brand experiences, while exploring emerging technologies such as augmented reality (AR) and virtual reality (VR). Ethical considerations and regulatory compliance in digital communications are thoroughly discussed.
Module Outcomes	<ol style="list-style-type: none"> 1. Critically analyse the effectiveness of various digital communication channels

	<ol style="list-style-type: none"> 2. Develop integrated marketing communication strategies for virtual environments 3. Evaluate and mitigate ethical issues in digital marketing communications 4. Design immersive brand experiences using emerging technologies like AR and VR 5. Formulate crisis communication strategies for digital platforms 6. Assess the impact of artificial intelligence on personalised marketing communications 7. Develop strategies for maintaining brand consistency across diverse digital touchpoints
Outline Topics	<ul style="list-style-type: none"> • Integrated marketing communication in digital and virtual contexts • Augmented reality (AR) and virtual reality (VR) in brand communications • AI-driven personalisation and communication automation • Crisis communication strategy for digital platforms • Regulatory compliance and ethical standards in digital communications • Brand consistency across multi-platform digital ecosystems

MODULE 4 | Strategic Social Media Marketing

NQF Level: 9

Credits: 15 | Type: Compulsory

Purpose

This module offers an advanced exploration of social media platforms and their strategic use in marketing. It examines the rapidly evolving social media landscape and its impact on consumer behaviour and brand interactions. Students learn to develop and implement complex social media marketing strategies aligned with overarching business objectives. The course delves into advanced social media analytics, brand reputation management, social commerce, and influencer marketing, with thorough examination of ethical considerations and best practices.

Module Outcomes

1. Develop and implement complex social media marketing strategies
2. Analyse and interpret social media metrics to inform high-level decisions
3. Critically evaluate emerging social media trends and their impact on marketing
4. Design and manage effective influencer marketing campaigns
5. Formulate strategies for social media crisis management and reputation protection
6. Assess the potential of social commerce for various business models
7. Evaluate the effectiveness of paid social media advertising strategies

Outline Topics	<ul style="list-style-type: none"> • Advanced social media strategy and platform analysis • Social media analytics and performance measurement • Influencer marketing strategy and campaign management • Social commerce and its impact on consumer purchasing • Brand reputation management in social media environments • Paid social media advertising and optimisation • Ethics and compliance in social media marketing
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MODULE 5 | Advanced SEO and SEM

NQF Level: 9	Credits: 15 Type: Compulsory
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Purpose	<p>This module examines search as a dynamic, multi-platform discovery system. Students develop advanced expertise in technical SEO, paid search strategy, and the emerging fields of Answer Engine Optimisation (AEO) and Generative Engine Optimisation (GEO). The module addresses non-linear buyer behaviour, the Dark Funnel, and the strategic implications of AI-mediated discovery across large language model ecosystems including ChatGPT, Claude, Gemini, and Grok. Students design integrated visibility strategies spanning traditional search engines, AI-enhanced SERPs, and generative interfaces, with a critical focus on measurement, governance, and ethical AI optimisation.</p>
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Module Outcomes	<ol style="list-style-type: none"> 1. Develop and implement advanced SEO strategies for complex websites 2. Critically analyse and optimise SEM campaigns using advanced techniques 3. Evaluate the impact of search engine algorithms on digital marketing strategies 4. Design and implement local SEO strategies for multi-location businesses 5. Assess the implications of voice search and AI on SEO and SEM practices 6. Develop strategies for integrating SEO and SEM with content marketing initiatives 7. Analyse and optimise the performance of programmatic advertising campaigns
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Module Outcomes

8. Critically evaluate search as a market infrastructure system and assess its implications for competitive digital visibility strategy
 9. Design and implement advanced technical SEO and integrated paid search strategies within modern marketing systems
 10. Analyse non-linear buyer research behaviour, zero-click search, and Dark Funnel dynamics and their impact on attribution and visibility strategy
 11. Develop Answer Engine Optimisation (AEO) strategies to control answer visibility across Google, Bing, and AI-integrated search interfaces
 12. Design Generative Engine Optimisation (GEO) strategies to position brands as retrievable, authoritative, and accurately represented sources across ChatGPT, Claude, Gemini, and Grok
 13. Evaluate paid search and media strategy in AI-mediated environments, including AI-assisted bidding, emerging advertising models, and budget allocation under diminishing deterministic attribution
 14. Apply ethical governance frameworks to cross-platform citation auditing, AI hallucination risk, brand safety, and responsible visibility management in generative AI systems
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Year 2 Modules

Outline Topics	<ol style="list-style-type: none">15. Search as digital market infrastructure: history, algorithmic ranking, and platform economics16. Advanced technical SEO: crawling, indexing, ranking architecture, and search intent modelling17. Dark Funnel and invisible buyer research: zero-click search, self-directed research, and attribution breakdown18. Answer Engine Optimisation (AEO): featured snippets, AI Overviews, structured data, entity clarity, and semantic search19. Generative Engine Optimisation (GEO): LLM architecture, RAG, cross-model citation behaviour, and brand representation in AI responses20. Paid search in AI-mediated environments: AI-assisted bidding, emerging advertising models, and budget allocation in declining click environments21. Measurement, governance, and ethical AI visibility: attribution collapse, cross-platform citation auditing, hallucination risk, and regulatory considerations
NQF Level: 9	Credits: 15 Type: Compulsory
Purpose	This module offers an advanced exploration of advertising strategies and their implementation across various media channels. It examines the changing landscape of advertising in the digital age, including programmatic advertising, native advertising, and interactive ad formats. Students develop innovative advertising strategies that integrate traditional and digital media, explore advanced advertising metrics and attribution models, and address challenges such as ad blocking and diminishing consumer attention. Ethical considerations including privacy and transparency are thoroughly examined.
Module Outcomes	<ol style="list-style-type: none">1. Develop innovative advertising strategies for complex market scenarios2. Critically evaluate the effectiveness of multi-channel advertising campaigns3. Analyse ethical considerations in global advertising practices4. Design and implement programmatic advertising strategies5. Assess the impact of ad blocking technologies on advertising effectiveness6. Develop strategies for creating engaging interactive ad experiences7. Evaluate advanced attribution models for cross-channel advertising campaigns

Outline Topics	<ul style="list-style-type: none"> • Integrated advertising strategy across digital and traditional media • Programmatic advertising: platforms, targeting, and optimisation • Native advertising and interactive ad formats • Ad blocking: challenges and strategic responses • Advanced advertising metrics and attribution modelling • Ethics, privacy, and transparency in digital advertising • Cross-channel campaign measurement and ROI evaluation
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MODULE 7 | Research Methodology

NQF Level: 9	Credits: 15 Type: Compulsory
Purpose	This module focuses on enhancing skills in designing and conducting complex market research projects. It explores advanced quantitative and qualitative research methodologies, including neuroscience techniques and big data analytics. Students design research studies
	that capture deep consumer insights in rapidly changing market environments, integrating multiple data sources and applying artificial intelligence and machine learning in market research. Ethical considerations in research design, data collection, and analysis are thoroughly addressed.
Module Outcomes	<ol style="list-style-type: none"> 1. Design and implement sophisticated market research methodologies 2. Critically analyse and interpret complex market research data 3. Develop predictive models using advanced statistical techniques 4. Evaluate the effectiveness of neuroscience techniques in market research 5. Design and implement longitudinal research studies to track market trends 6. Assess the potential of AI and machine learning in automating market research 7. Analyse ethical implications of various market research methodologies
Outline Topics	<ul style="list-style-type: none"> • Research design: quantitative, qualitative, and mixed methods • Advanced statistical analysis and predictive modelling • Neuroscience and biometric techniques in marketing research • Big data integration and AI in market research • Longitudinal research design and trend tracking • Academic writing and research report structure • Ethics in research design, data collection, and reporting

MODULE 8 | Mini Dissertation or Research Project

NQF Level: 9	Credits: 60 Type: Compulsory
Purpose	<p>This capstone module provides students with the opportunity to apply advanced research skills to a specific digital marketing problem or area of study of their choosing. It enables in-depth, original exploration that contributes meaningfully to the field. Students engage in independent research — critically analysing existing literature, collecting primary data where appropriate, and synthesising complex information into a scholarly work. The module develops advanced analytical skills, project management capability, and academic writing at the highest postgraduate level.</p>
Module Outcomes	<ol style="list-style-type: none">1. Conduct independent research at an advanced postgraduate level2. Critically analyse and synthesise complex marketing theories and empirical data3. Contribute original insights to the field of digital marketing4. Design and implement appropriate research methodologies for specific marketing problems

	<p>5. Evaluate and address ethical considerations in marketing research</p> <p>6. Develop and defend arguments based on critical analysis of marketing data</p> <p>7. Effectively communicate complex marketing concepts in written and oral formats</p>
Outline Topics	<ul style="list-style-type: none">• Topic selection, research problem formulation, and proposal writing Literature review: advanced synthesis of scholarly sources• Research methodology selection and design• Primary data collection and analysis• Findings presentation and scholarly argumentation

Elective Modules — Year 2

In Year 2, students select ONE elective module from the six specialist tracks below. This personalised pathway allows students to deepen their expertise in the domain most aligned with their career aspirations and professional context.

ELECTIVE E1 Advanced Digital Marketing and Web Analytics	
NQF Level: 9	Credits: 15 Type: Elective
Purpose	This module equips students with advanced knowledge and skills in digital marketing strategies and web analytics. It develops critical analytical abilities to interpret complex data sets and derive actionable insights for high-level decision-making. Students design and implement sophisticated digital marketing campaigns while mastering advanced web analytics tools and frameworks, with strategic integration of digital marketing efforts into overall business objectives.
Module Outcomes	<ol style="list-style-type: none">1. Critically evaluate complex digital marketing strategies and their impact on organisational performance2. Design and implement advanced web analytics frameworks to measure and optimise digital marketing efforts3. Synthesise insights from multiple data sources to inform high-level digital marketing decisions4. Develop innovative digital marketing campaigns leveraging emerging technologies and platforms5. Critically assess the ethical implications of data-driven marketing practices globally6. Formulate strategic recommendations to optimise digital marketing ROI using advanced analytics

ELECTIVE E2 Influencer Marketing	
NQF Level: 9	Credits: 15 Type: Elective
Purpose	This module delves into the strategic use of influencer marketing as a powerful tool in modern digital marketing landscapes. Students gain in-depth understanding of influencer selection, campaign management, and performance measurement across multiple platforms. The course explores the psychological and sociological aspects of influencer impact on consumer behaviour and brand perception, developing innovative approaches to ensure authenticity.
Module Outcomes	<ol style="list-style-type: none">1. Critically analyse the role of influencer marketing within broader integrated marketing communication strategies

	<ol style="list-style-type: none"> 2. Evaluate and select appropriate influencers based on complex brand alignment criteria and audience insights 3. Design and manage sophisticated influencer marketing campaigns across multiple platforms 4. Assess the effectiveness of influencer partnerships using advanced metrics and analytics 5. Develop strategies to mitigate risks associated with influencer collaborations, including legal considerations 6. Critically examine the impact of influencer marketing on consumer behaviour and brand perception 7. Formulate innovative approaches to maximise authenticity and engagement in influencer partnerships
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ELECTIVE E3 | Mobile Marketing

NQF Level: 9	Credits: 15 Type: Elective
Purpose	This module provides a comprehensive understanding of mobile marketing in the context of evolving consumer behaviours and technological advancements. Students develop and implement sophisticated mobile marketing strategies that integrate with broader omnichannel efforts, leveraging complex mobile user data for actionable insights. Emerging technologies such as augmented reality, virtual reality, and the Internet of Things are explored for their potential in mobile marketing innovation.
Module Outcomes	<ol style="list-style-type: none"> 1. Critically evaluate the evolving mobile marketing landscape and its impact on consumer behaviour 2. Design and implement advanced mobile marketing strategies that integrate with omnichannel efforts 3. Analyse complex mobile user data to derive actionable insights for marketing optimisation 4. Develop innovative mobile marketing campaigns leveraging emerging technologies (AR, VR, IoT) 5. Critically assess the effectiveness of mobile marketing initiatives using sophisticated analytics 6. Formulate strategies to address privacy and security concerns in mobile marketing practices

ELECTIVE E4 | Content Marketing

NQF Level: 9	Credits: 15 Type: Elective
Purpose	This module develops advanced skills in strategic content marketing, emphasising its role in building brand authority and fostering customer loyalty. Students create and implement sophisticated content

	strategies aligned with organisational goals and audience needs across multiple channels. The course focuses on advanced analytics and attribution models to measure and optimise content marketing ROI, with exploration of emerging technologies for content creation and distribution.
Module Outcomes	<ol style="list-style-type: none"> 1. Develop and implement advanced content marketing strategies aligned with organisational goals 2. Critically analyse content performance across multiple channels using complex analytics 3. Design innovative content creation and distribution frameworks leveraging emerging technologies 4. Evaluate and optimise content marketing ROI using sophisticated measurement and attribution models 5. Synthesise insights from various data sources to inform data-driven content strategy decisions 6. Critically examine the role of content marketing in building brand authority and loyalty 7. Develop strategies to ensure content marketing efforts comply with legal and ethical standards

ELECTIVE E5 E-Commerce	
NQF Level: 9	Credits: 15 Type: Elective
Purpose	This module provides an in-depth exploration of advanced e-commerce strategies and their integration with omnichannel retail experiences. Students critically analyse complex e-commerce business models and their impact on organisational performance, focusing on sophisticated e-commerce metrics and optimisation of user experience and conversion rates. Global e-commerce operations, including logistics and cross-border transactions, are examined, and emerging technologies such as AI and blockchain are explored for their transformative potential.
Module Outcomes	<ol style="list-style-type: none"> 1. Critically evaluate complex e-commerce business models and their impact on organisational performance 2. Design and implement advanced e-commerce strategies that integrate with omnichannel retail 3. Analyse sophisticated e-commerce metrics to optimise user experience and conversion rates 4. Develop innovative solutions to address challenges in global e-commerce, including logistics 5. Critically assess the impact of emerging technologies (AI, blockchain) on e-commerce practices 6. Formulate strategies to enhance customer lifetime value in e-commerce contexts

7. Evaluate and mitigate risks including cybersecurity threats and regulatory compliance

ELECTIVE E6 | Digital Branding

NQF Level: 9

Credits: 15 | Type: Elective

Purpose

This module focuses on the critical role of digital branding in shaping consumer perceptions and behaviour in the digital age. Students develop and implement advanced digital brand strategies that maintain consistency across diverse digital platforms while aligning with organisational values. The course emphasises complex analytics and brand equity measurement tools to evaluate digital branding effectiveness. The impact of user-generated content and social media on digital brand management is critically examined.

Module Outcomes

1. Critically analyse the role of digital branding in shaping consumer perceptions in the digital age
2. Develop and implement advanced digital brand strategies aligned with organisational values and goals
3. Evaluate the effectiveness of digital branding initiatives using complex analytics and brand equity tools
4. Design innovative approaches to maintain brand consistency across diverse digital platforms
5. Critically examine the impact of user-generated content and social media on digital brand management
6. Formulate strategies to build and leverage brand communities in digital environments
7. Assess and mitigate reputational risks associated with digital branding in a globally connected marketplace

Academic Calendar

The Master of Digital Marketing is delivered online and part-time. The academic year is structured into two semesters. All dates are subject to confirmation by the Postgraduate Office. Students will receive detailed module schedules and assessment calendars at the commencement of each semester.

Semester 2: 2026

Event	Date
Semester 2 Commencement	3 August 2026
Lectures Commence	3 August 2026
Assignment/Brief Due Date 1	31 August 2026
Assignment/Brief Due Date 2	20 September 2026
Semester Break	24–30 September 2026
Continuous Assessment Test Period	1–19 October 2026
Assignment/Brief Due Date 3	23 October 2026
Semester 2 Examinations	16 November – 4 December 2026
Release of Results	14 December 2026
Supplementary Examinations	19–30 January 2027

Why Choose AAA School of Advertising?

Reason	Detail
Industry-Led Curriculum	Every module is shaped by current industry trends, ensuring graduates are equipped with knowledge that is immediately applicable in real-world professional environments.
Flexible Online Delivery	Fully online and part-time, the programme is designed for working professionals who need the flexibility to advance their education without interrupting their careers.
SAQA-Registered Qualification	The qualification is fully registered and recognised within the South African Qualifications Framework, offering graduates a credential with genuine national and international standing.
Original Research at the Highest Level	The Mini Dissertation ensures graduates contribute original thinking to the field, developing the research skills and intellectual independence expected at master's level.
Industry Partnerships	AAA partners with leading industry bodies including MASA, IAA, IAB, and digital specialists to ensure real-world relevance and professional networking opportunities.

How to Apply & Contact Information

Applications for the Master of Digital Marketing are reviewed on a rolling basis. Prospective students are encouraged to apply early to secure their place in the programme.

Contact	Details
Distance Learning Manager	Trusha Singh – trusha@aaasa.co.za
Website	www.aaaschool.ac.za
Dean of Faculty	Avikar Ramsundra — avikar@aaaschool.ac.za
Cape Town Campus Manager	Anthea Whitehead — anthea.whitehead@growth-ten.com
Bryanston Campus Manager	Yvette Van Der Walt — yvette@growth-ten.com

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