

2023 FACT SHEET



DIPLOMA IN MEDIA PRACTICES

ABOUT THE INSTITUTION

Boston Media House (Pty) Ltd Reg. No. 2002/026252/07 (Boston) is accredited by the Higher Education Quality Committee (HEQC) of the Council on Higher Education (CHE). Boston is registered with the Department of Higher Education and Training (DHET), as a private higher education institution, No. 2008/HE07/007, until 31 December 2023, in terms of Section 54(1)(c) of the Higher Education Act, 2016 (Act No. 09 of 2016), and Regulation 14(4)(a) of the Regulations for the Registration of Private Higher Education Institutions, 2016.

BRITISH ACCREDITATION COUNCIL (BAC) ACCREDITATION

Boston Media House is accredited by the British Accreditation Council for Independent Further and Higher Education as an Independent Higher Education Institution.

BAC was established by the UK's Department of Education and the British Council in 1984 to oversee independent further and higher education in the UK. They are a registered charity and a not for profit organisation. The BAC is a full member of the European Association for Quality Assurance in Higher Education (ENQA) and the International Network for Quality Assurance Agencies in Higher Education (INQAAHE) and externally assessed on their organisation's standards and processes.

Qualification

- **Diploma in Media Practices**
- Qualification Code: HDIPMP³
- **Dip. (Media Practices)**
- SAQA ID 83166, NQF (HEQSF) Level 6, Minimum Subject Credits 374, plus 5 Due Performance (DP) Credits at NQF Level 4
- Site of Delivery: Sandton, Pretoria and Durban

What is the Purpose of the Qualification?

The *Diploma in Media Practices* is aimed at developing specific competencies in a range of media environments. Students meeting the requirements of the qualification will be eligible to assume responsibilities in a selected focus area in the domain of media practices (aligned to their chosen area of specialisation). Additionally, candidates will be eligible to further their learning in other aspects of media from a vantage point of a solid foundational understanding of the structures, operations, and legislative framework of the media industry.

Depending on the selected area of media specialisation, successful students will be able to assume job responsibilities including:

- In the field of radio or television production
- In the field of advertising
- In the field of public relations
- In the field of marketing, sales and promotions
- In the field of journalism
- In the field of animation
- In the field of graphic design
- In the field of sound engineering

What are the Programme Outcomes?

On completion of the programme, graduates will have the necessary knowledge and practical skills required to:

- Use media specific science and technology.
- Understand the mutual influence between culture and media.
- Assume job responsibilities at entry level within a broad range of media communication environments, such as print and audio visual communications.

Minimum Entry Requirements

A minimum requirement for admission into the diploma is a:

- National Senior Certificate (NSC), with English as one of the subjects passed and with endorsement for admission to Diploma study; or
- National Certificate (Vocational) (NC(V)), with English as one of the subjects passed and with endorsement for admission to Diploma study; or
- Prior to 2009, Senior Certificate with English as one of the subjects passed.

Alternative Entry Requirements

A number of higher education qualifications may meet the requirements for admission or advance placement into the diploma:

- Certificate programme, NQF Level 5 (OQSF/HEQSF), minimum Credits 120; or
- Diploma programme, NQF Level 5 (OQSF), minimum credits 240; or
- Higher Certificate, NQF (HEQSF) Level 5, minimum Credits 120; or
- Advanced Certificate, NQF (HEQSF) Level 6, minimum Credits 120; or
- Diploma, NQF (HEQSF) Level 6, minimum Credits 240 or 360; or
- Equivalent qualification from an international higher education institution, see section on International Applicants below.

International Applicants

International students who want to enrol for Higher Education studies and who do not hold a South African school leaving certificate must present a Grade 12 equivalence verification with endorsement for admission to Diploma study.

Students who have qualifications from international higher education institutions must present an equivalence certificate from the South African Qualifications Authority (SAQA) which can be contacted on +27 (0)12 431 5000 or visit <http://www.saqa.org.za/>. All enquiries related to the evaluation of international qualifications are to be referred to the Contact Centre using the contact details: +27 (0)12 431 5070 or apply online at <https://www.saqa.org.za/evaluation-foreign-qualifications>

Also, international applicants may be required to provide proof of proficiency in English (TOEFL score of 550, or IELTS overall band score of 6.0.) prior to admission to the qualification.

Applying to Transfer-in Credits (CAT)

Credit Accumulation and Transfer (CAT) refers to the arrangement whereby the diverse features of both credit accumulations and credit transfer are combined to facilitate lifelong learning and access to the workplace. The recognition of credits for the purposes of transfer from one qualification to another is determined by the nature of the qualifications, the relationship between them, the nature, complexity, and extent of the curricula associated with the specific modules to be recognised for exemption and/or inclusion, and the nature of the assessment used. Any and all credits for an incomplete qualification may be recognised by the same or a different institution as meeting part of the requirements for a different

qualification; or may be recognised by a different institution as meeting part of the requirements for the same qualification. A maximum of 50% of the credits of a completed qualification may be transferred to another qualification. Credits obtained from studies that do not lead to a full qualification (for example, non-degree studies) could count for credit accumulation.*

*CHE. 2016. Recognition of Prior Learning, Credit Accumulation and Transfer, and Assessment
Boston allows students with completed credits from other Boston programmes to accumulate those and also allows students with completed credits from recognised higher education institutions to apply for credit transfers. Credit accumulations and transfers will only be considered if accompanied by full academic records with a statement of satisfactory or good conduct. Students interested in applying will be considered individually by the Registrar.

Recognition of Prior Learning (RPL) Applicants

Recognition of Prior Learning (RPL) refers to the principles and processes through which the prior knowledge and skills of a person are made visible, mediated and rigorously assessed and moderated for the purposes of alternative access and admission, recognition and certification, or further learning and development. RPL may be used to grant access to a qualification programme, or advanced placement/exemption from modules. Exemption from modules does not translate to credits awarded and are limited to no more than 50% of the modules. No more than 10% of a cohort of students in a higher education programme are admitted through RPL.*

* CHE. 2016. Recognition of Prior Learning, Credit Accumulation and Transfer, and Assessment.

Boston admits a small number of students through Recognition of Prior Learning (RPL). Applicants interested in applying through RPL will be considered individually by the Registrar.

What is the language of teaching and learning?

English is the language of communication, instruction and assessment.

What is the mode of delivery?

This programme is accredited in the contact mode of delivery, which is a mode of delivery characterised by face-to-face lectures with additional independent learning taking place in completing reading, projects and preparations for assessments. Note as per CHE Communiqué 5 of 2022: extension of the concession to institutions to continue offering programmes accredited for the contact mode to be offered in the distance/blended mode for the 2023 academic year.

Teaching and Learning

Lectures consist of contact and/or online-mediated teaching and learning. Certain modules in the programme are presented in various combinations of online lectures (study anytime, anywhere – asynchronous) and lectures at pre-determined times (synchronous), please consult the timetable the week prior to commencement. Certain course material, notes and assessments will only be accessible online. Students are required to submit assessments online, and access the online teaching and learning contents for the specific online-mediated module/s via the Learning Management System (LMS), COL Campus. Students should have access to a computer and the internet. COL Campus is accessible online and/or at the campus. Students can access the internet in the library, and Wi-Fi is available on campus. It is imperative that students regularly access the Learning Management System (LMS) for support, interaction with Academic Managers and lectures, and updates to schedules from administrators.

What is the Duration of Full-time Study?

Based on the credits and notional hours of this qualification, the minimum duration is six (6) semesters over a period of three (3) years, and the maximum duration is six (6) years. Part-time studies will take longer.

What is the Curriculum and Fee?

The *Diploma in Media Practices* consists of three hundred and seventy-four (374) compulsory and elective credits; and five (5) due performance (DP) credits. For more information, see the curriculum table, module fee and Catalogue Description of each module.

Prescribed textbooks are included in the fees.

Boston Media House invests in their students and the media industry as part of the Invest in SA Subsidy

The pandemic has had a major impact on students' finances for several key reasons: an overall reduction in income, increased worries about employability after graduation, and students still paying tuition fees. At Boston Media House, we have witnessed students who have grit, who despite the odds stacked against them, have somehow managed to push through and graduate. We have also observed students who have all the ingredients for success. The passion is there. The will to achieve is there. But for one seemingly insurmountable obstacle – finances – these students will not see the finish line.

In addition, Covid-19 and the related lockdowns have upended many industries, and the media industry's core disciplines (creative, production, technical, business operations) have not been immune. At Boston Media House, we want to help, in the way we're best able to – by adding to the pool of skills available to the core disciplines of the media industry. This means producing more creative, production, technical, and business operations graduates, educated to our high standards.

And, so, in the spirit of Ubuntu, Boston Media House is committing itself to invest in the future of South Africa by partnering, financially, with prospective and current students. This investment will mean that prospective and current students enrolling in any of our sought-after higher education qualifications taught by lecturers who have many years of experience in their fields on offer at Boston Media House will get a chance to pursue their dreams and take ownership of their futures. Boston Media House will invest a percentage of the fees for our higher education qualifications – Diploma in Media Practices, Diploma in Radio and Television Production, BA in Broadcast Journalism - and students will be required to contribute the remaining fees (with flexible payment options). Thus, a subsidy of up to 25% is realised for new and returning students. Please enquire at our Sandton, Pretoria or Durban campuses.

South Africa's future is too important not to make this investment. The rewards for students and society are incalculable. Overcoming the obstacle that the lack of finances often poses for students pursuing higher education, so the research has shown, makes a significant impact on the psycho-social well-being of students and this has a positive effect on the successful completion of one's studies. In turn, the impact on the broader society is also noticeable. Graduates who find employment not only contribute to the economy, they become billboards for the transformative power of education.

For students who want to turn their creative, production, technical, or media business operations passion into a career, it means that Boston Media House is investing in them! And we know that in time, these students will give back to South Africa, by applying their knowledge to the media industry, which is so close to our hearts. At Boston Media House, we believe that our investment in students with an NSC (Higher Certificate or Diploma or Degree endorsement) applying for any of our higher education qualifications – Diploma in Media Practices, Diploma in Radio and Television Production, BA in Broadcast Journalism – will get students to the starting line where we know they will show their grit and reach their dreams and make an impact on South Africa.

Boston Media House. Investing in South Africa. Investing in You.

For more information, please visit www.bostonmediahouse.ac.za or contact the branch to find out the percentage you save on your fees as part of the Invest in SA Subsidy.

How many modules can I take each semester?

Minimum is one (1) module per semester; this will ensure students remain academically active. The maximum number of modules you can take in any one semester is dependent on the number of credits per module. It is not recommended for students to take in excess of seventy (70) credits per semester. For the number of credits per module see curriculum below.

- **Lectures for Semester 1 commence on 20 February 2023.**
- **Lectures for Semester 2 commence on 31 July 2023.**

See the tables appended for the 2023 Academic Calendar.

What do I require to Pass a Module?

Students will need an aggregate mark of fifty percent (50%) to pass a module. The pass mark for the computer modules is 75%.

How is the Overall Mark Calculated?

The aggregate (overall) mark will be calculated from the student's performance on formative and summative assessments. Please refer to the subject outline for the assessment strategy.

Where do I complete my Assessments?

Assessments are submitted online on the Learner Management System, COL Campus; or students are required to complete their assessments at the campus where they are registered. Assessment submission instructions are published in the assessment brief.

* Prescribed textbooks are included in the fees

DP = Due Performance

Curriculum – Year 1

Stream	Compulsory / Elective	Module	Code	NQF Level	Credits	Semester / Year	2023 mode of delivery Contact / Blended ¹	Prerequisite	2023 Module Fees (Cash Fees before Invest in SA Subsidy)	2023 Module Fees (Cash Fees after Invest in SA Subsidy for full registrations, CAT/RPL)
Media 1 st level elective	Compulsory	Academic Literacy 1	HADL132_2	5	15	Semester	Blended		R 6 930.00	Visit a BMH branch for detailed information
	Compulsory	Advertising 1	HADV133_1	5	12	Semester	Blended		R 5 544.00	
	Compulsory	Creativity	HCRT123_1	5	15	Semester	Blended		R 6 930.00	
	Compulsory	Digital Marketing 1	HDMR130_1	5	12	Semester	Blended		R 5 544.00	
	Compulsory	Journalism 1	HJRN133_1	5	12	Semester	Blended		R 5 544.00	
	Compulsory	Photography	HPHT120_1	5	15	Semester	Blended		R 6 930.00	
	Compulsory	Public Relations 1	HPRL133_1	5	12	Semester	Blended		R 5 544.00	
	Compulsory	Radio 1	HRAD123_1	5	12	Semester	Blended		R 5 544.00	
	Compulsory	Television 1	HTLV123_1	5	12	Semester	Blended		R 5 544.00	
	Compulsory	Computer Skills (MS Excel, MS PowerPoint, MS Windows, MS Word)	HMAX133_1 HMPP133_1 HMSW133_1 HMWD133_1	4	DP (5)	Semester Semester Semester Semester	Blended		R 2 312.00	
Animation 1 st level elective	Compulsory	Academic Literacy 1	HADL132_2	5	15	Semester	Blended		R 6 930.00	Visit a BMH branch for detailed information
	Compulsory	Animation 1	HANM123_1	5	50	Year	Contact		R 23 100.00	
	Compulsory	Art/Drawing 1	HART123_1	5	22	Year	Contact		R 10 164.00	
	Compulsory	Creativity	HCRT123_1	5	15	Semester	Blended		R 6 930.00	
	Compulsory	Photography	HPHT120_1	5	15	Semester	Blended		R 6 930.00	
	Compulsory	Computer Skills (MS Excel, MS PowerPoint, MS Windows, MS Word)	HMAX133_1 HMPP133_1 HMSW133_1 HMWD133_1	4	DP (5)	Semester Semester Semester Semester	Blended		R 2 312.00	

¹ Note as per CHE Communiqué 5 of 2022: extension of the concession to institutions to continue offering programmes accredited for the contact mode to be offered in the distance/blended mode for the 2023 academic year.

Graphic Design 1 st level elective	Compulsory	Academic Literacy 1	HADL132_2	5	15	Semester	Blended		R 6 930.00	Visit a BMH branch for detailed information
	Compulsory	Advertising 1	HADV133_1	5	12	Semester	Blended		R 5 544.00	
	Compulsory	Creativity	HCRT123_1	5	15	Semester	Blended		R 6 930.00	
	Compulsory	Graphic Design Practice 1	HGPA123_1	5	40	Year	Contact		R 18 480.00	
	Compulsory	Graphic Design Process 1	HGPO123_1	5	20	Year	Contact		R 9 240.00	
	Compulsory	Photography	HPHT120_1	5	15	Semester	Blended		R 6 930.00	
	Compulsory	Computer Skills (MS Excel, MS PowerPoint, MS Windows, MS Word)	HMEX133_1 HMPP133_1 HMSW133_1 HMWD133_1	4	DP (5)	Semester Semester Semester Semester	Blended		R 2 312.00	
Total Module Fees Per Stream									R 56 366.00	R 47 350.00
Annual Registration Fee									R 1000.00	R 1000.00
Total Tuition Fees Per Stream									R 57 366.00	R 48 350.00
Total Credits – Year 1: 117 +DP (5)										

Curriculum – Year 2

Stream	Compulsory / Elective	Module	Code	NQF Level	Credits	Semester / Year	2023 mode of delivery Contact / Blended ¹	Prerequisite	2023 Module Fees (Cash Fees before Invest in SA Subsidy)	2023 Module Fees (Cash Fees after Invest in SA Subsidy for full registrations, CAT/RPL)
Media 2 nd year elective	Compulsory	Academic Literacy 2	HADL220_1	5	15	Year	Blended	HADL132_2	R 6 930.00	Visit a BMH branch for detailed information
	Compulsory	Design Thinking	HDTH130_1	5	10	Semester	Blended		R 4 620.00	
	Compulsory	Media in a Digital Age	HMDA230_1	6	20	Semester	Blended		R 9 240.00	
	Compulsory Choose 2 electives	Advertising 2	HADV223_1	5	40	Year	Blended	HADV133_1	R 17 325.00	
		Digital Marketing 2	HDMR220_1	5	40	Year	Blended	HDMR130_1	R 17 325.00	
		Journalism 2	HJRN223_1	5	40	Year	Blended	HJRN133_1	R 17 325.00	
		Public Relations 2	HPRL223_1	5	40	Year	Blended	HPRL133_1	R 17 325.00	
Radio 2 nd year elective	Compulsory	Academic Literacy 2	HADL220_1	5	15	Year	Blended	HADL132_2	R 6 930.00	Visit a BMH branch for detailed information
	Compulsory	Design Thinking	HDTH130_1	5	10	Semester	Blended		R 4 620.00	
	Compulsory	Radio 2	HRAD223_1	5	40	Year	Blended	HRAD123_1	R 17 325.00	
	Compulsory	Sound Engineering	HSDE123_1	5	20	Year	Blended		R 9 240.00	
	Compulsory Choose 1 elective	Advertising 2	HADV223_1	5	40	Year	Blended	HADV133_1	R 17 325 .00	
		Digital Marketing 2	HDMR220_1	5	40	Year	Blended	HDMR130_1	R 17 325.00	
		Journalism 2	HJRN223_1	5	40	Year	Blended	HJRN133_1	R 17 325.00	
		Public Relations 2	HPRL223_1	5	40	Year	Blended	HPRL133_1	R 17 325.00	
		Television 2	HTLV223_1	5	40	Year	Blended	HTLV123_1	R 17 325.00	
Television 2 nd year elective	Compulsory	Academic Literacy 2	HADL220_1	5	15	Year	Blended	HADL132_2	R6 930.00	Visit a BMH branch for detailed information
	Compulsory	Design Thinking	HDTH130_1	5	10	Semester	Blended		R4 620.00	
	Compulsory	Television 2	HTLV223_1	5	40	Year	Blended	HTLV123_1	R17 325.00	
	Compulsory	Sound Engineering	HSDE123_1	5	20	Year	Blended		R9 240.00	
	Compulsory Choose 1 elective	Advertising 2	HADV223_1	5	40	Year	Blended	HADV133_1	R17 325.00	
		Digital Marketing 2	HDMR220_1	5	40	Year	Blended	HDMR130_1	R17 325.00	
		Journalism 2	HJRN223_1	5	40	Year	Blended	HJRN133_1	R17 325.00	
		Public Relations 2	HPRL223_1	5	40	Year	Blended	HPRL133_1	R17 325.00	
		Radio 2	HRAD223_1	5	40	Year	Blended	HRAD123_1	R17 325.00	

Animation 2 nd year elective	Compulsory	Academic Literacy 2	HADL220_1	5	15	Year	Blended	HADL132_2	R6 930.00	Visit a BMH branch for detailed information
	Compulsory	Animation 2	HANM223_1	5	50	Year	Contact	HANM123_1	R4 620.00	
	Compulsory	Art/Drawing 2	HART223_1	5	30	Year	Contact	HART123_1	R21 656.00	
	Compulsory	Design Thinking	HDTH130_1	5	10	Semester	Blended		R12 994.00	
	Compulsory	Sound Engineering	HSDE123_1	5	20	Year	Blended		R9 240.00	
Graphic Design 2 nd year elective	Compulsory	Academic Literacy 2	HADL220_1	5	15	Year	Blended	HADL132_2	R6 930.00	Visit a BMH branch for detailed information
	Compulsory	Advertising 2	HADV223_1	5	40	Year	Blended	HADV133_1	R4 620.00	
	Compulsory	Design Thinking	HDTH130_1	5	10	Semester	Blended		R17 325.00	
	Compulsory	Graphic Design Practice 2	HGPA223_1	5	45	Year	Contact	HGPA123_1	R19 635.00	
	Compulsory	Graphic Design Process 2	HGPO223_1	5	15	Year	Contact	HGPO123_1	R6 930.00	
Total Module Fees Per Stream									R 55 440.00	R 46 570.00
Annual Registration Fee									R 1000.00	R 1000.00
Total Tuition Fees Per Stream									R56 440.00	R 47 570.00
Total Credits – Year 2: 125										

Curriculum – Year 3

Stream	Compulsory / Elective	Module	Code	NQF Level	Credits	Semester / Year	2023 mode of delivery Contact / Blended ¹	Prerequisite	2023 Module Fees (Cash Fees before Invest in SA Subsidy)	2023 Module Fees (Cash Fees after Invest in SA Subsidy for full registrations, CAT/RPL)
Media Elective	Compulsory	Entrepreneurship	HENT323_1	6	20	Year	Blended		R 9 240.00	Visit a BMH branch for detailed information
	Compulsory	Experiential Learning	HEXL320_1	6	20	Year	Blended		R 9 240.00	
	Compulsory	Media Law	HMDL233_1	6	12	Semester	Blended		R 5 544.00	
	Compulsory Choose 1 elective major	Advertising 3	HADV323_1	6	80	Year	Blended	HADV223_1	R 36 960.00	
		Digital Marketing 3	HDMR320_1	6	80	Year	Blended	HDMR220_1	R 36 960.00	
		Journalism 3	HJRN323_1	6	80	Year	Blended	HJRN223_1	R 36 960.00	
		Public Relations 3	HPRL323_1	6	80	Year	Blended	HPRL223_1	R 36 960.00	
		Radio 3	HRAD323_1	6	80	Year	Blended	HRAD223_1	R 36 960.00	
Television 3	HTLV323_1	6	80	Year	Blended	HTLV223_1	R 36 960.00			
Animation Elective	Compulsory	Animation 3	HANM323_1	6	40	Year	Contact	HANM223_1	R 18 480.00	Visit a BMH branch for detailed information
	Compulsory	Art/Drawing 3	HART323_1	6	40	Year	Contact	HART223_1	R 18 480.00	
	Compulsory	Entrepreneurship	HENT323_1	6	20	Year	Blended		R 9 240.00	
	Compulsory	Experiential Learning	HEXL320_1	6	20	Year	Blended		R 9 240.00	
	Compulsory	Media Law	HMDL233_1	6	12	Semester	Blended		R 5 544.00	
Graphic Design Elective	Compulsory	Entrepreneurship	HENT323_1	6	20	Year	Blended		R 9 240.00	Visit a BMH branch for detailed information
	Compulsory	Experiential Learning	HEXL320_1	6	20	Year	Blended		R 9 240.00	
	Compulsory	Graphic Design Practice 3	HGPA323_1	6	55	Year	Contact	HGPA223_1	R 25 410.00	
	Compulsory	Graphic Design Process 3	HGPO323_1	6	25	Year	Contact	HGPO223_1	R 11 550.00	
	Compulsory	Media Law	HMDL233_1	6	12	Semester	Blended		R 5 544.00	
Total Module Fees Per Stream									R 60 984.00	R 51 227.00
Annual Registration Fee									R 1000.00	R 1000.00
Total Tuition Fees Per Stream									R 61 984.00	R 52 227.00

Total Credits – Year 3: 132

TOTAL CREDITS: 374 + 5 DUE PERFORMANCE

Catalogue Descriptions

Module name: Academic Literacy 1

Module code: HADL132_2

NQF Level: 5 Credits: 15

Academic Literacy 1 requires the student to develop excellent reading, writing, research and communication skills. These skills assist the student in reading speedily and efficiently, constructing their writing in a way that is grammatically and structurally correct and communicating both verbally and non-verbally in an effective and comprehensible manner. During class time, the student develops an excellent understanding of the theories that underpin reading, writing, communication, study skills and mathematics. The student is given ample opportunity to practice these skills to become ingrained to the extent that they use them in all their learning modules and, eventually, in the workplace. Students are required to practice these skills independently and in collaboration with their classmates through various activities, including completing worksheets, secondary research and essays.

Module name: Advertising 1

Module code: HADV133_1

NQF Level: 5 Credits: 12

This module aims to develop a core base in advertising, culture, and consumption. It allows students to build specialisms based on a specific interest (e.g., advertising and language; advertising and globalisation; consumption in cross-cultural settings; consumption and identity). Students understand the development of the advertising industry and how it has impacted advertising messages and consumer decision-making processes.

Module name: Creativity

Module code: HCRT123_1

NQF Level: 5 Credits: 15

Creativity is a much desired 'soft' skill in the industry as we live in a fast-changing world that does not always have answers to all the new questions. This module aims to give students tools and skills to enter a mindset that invites new ideas and creative innovations. Critical and analytical skills developed in this module can be used in all other areas of the media field. It also serves as inspiration by introducing students to the work of other creative people. Students are led to discover their own creative journey through the completion of their assignments.

Module name: Digital Marketing 1

Module code: HDMR130_1

NQF Level: 5 Credits: 12

The aim of this module is to help students to develop a thorough understanding of the fundamental concepts of marketing and the different activities that develop brand awareness and offer value to consumers. The module will also introduce students to the various Ps of marketing (product, price, place, promotion) and how they are utilised for strategic marketing mixes for customer satisfaction. The module introduces various promotional tools available to marketing organisations and how they are implemented in different situations to create compelling brand awareness and recognition.

Module name: Journalism 1

Module code: HJRN133_1

NQF Level: 5 Credits: 12

Students are taught the fundamental principles of journalism, such as news values, the most important information to use in a news article introduction, interviewing, structuring an article introduction, the inverted pyramid structure of news writing, and ethics in journalism.

Module name: Photography

Module code: HPHT120_1

NQF Level: 5 Credits: 15

The focus of this module is digital photography. The fundamental principles of photography are taught, such as: composition, light exposure, shutter speed, white balance, etc. Genres include black and white photography, travel, portraits, still life, abstract, architecture, documentary and reportage. Although the theoretical principles are taught, the focus is on the practical taking of photographs, and students create portfolios as part of their assessments. There is much focus on the critical eye, developing the skill to capture the right moments. Students also learn to use editing software and to set up digital platforms to display their work.

Module name: Public Relations 1

Module code: HPRL133_1

NQF Level: 5 Credits: 12

This module introduces students to the field of Public Relations. At this introductory level, students focus on understanding what public relations is, interpersonal relations in the business and media environment, and develop a basic competency in the fundamental writing skills for a public relations practitioner writing for various media formats.

Module name: Radio 1
Module code: HRAD123_1
NQF Level: 5 Credits: 12

Radio Broadcasting is set up so that it directly and purposefully plans to prepare students for entry into the occupational radio environment and its related industries, while also preparing the graduate for further academic learning pathways. It does this by incorporating contextual knowledge and allows students to learn and practice the skills needed to work in a radio station or in industries which relate to and correspond to a radio station. At the entry-level, part one of the module, students will cover the following topics: The Radio Landscape, The Radio Professional, Programming, and Creating Content, with the focus on understanding the landscape of the medium.

Module name: Television 1
Module code: HTLV123_1
NQF Level: 5 Credits: 12

Students are inducted into the art of fictional narration through smartphone filmmaking. Students at first year level focus on composition and shooting technique as well as planning a shoot through the art of storyboarding and shot listing.

Module name: MS Excel
Module code: HMEX133_1
NQF Level: 4 Credits: 1.25 Due Performance

In MS Excel, students must demonstrate that they can:

Understand and use the features in a spreadsheet application; create and use workbooks; format elements in a spreadsheet; apply formulas and functions; apply application features; configure page setup and print worksheets; create charts, and create objects and shapes. In the world-of-work, the knowledge and skills acquired during this module prepare the student to produce, edit and format professional Microsoft Excel workbooks and worksheets.

Module name: MS PowerPoint
Module code: HMPP133_1
NQF Level: 4 Credits: 1.25 Due Performance

In MS PowerPoint, students must demonstrate that they can:

Identify and use the basic features in Microsoft PowerPoint; edit presentation slides; enter and edit text; insert and edit objects and shapes; customise a presentation; finalise and distribute presentations; deliver an electronic presentation, and manage presentation files. In the world-

of-work, the knowledge and skills acquired during this module prepare the student to produce, edit and format professional Microsoft PowerPoint electronic presentations.

Module name: MS Windows
Module code: HMSW133_1
NQF Level: 4 Credits: 1.25 Due Performance

In MS Windows, students must demonstrate that they can:
Identify and use the basic features of Microsoft Windows; change the appearance of Microsoft Windows; create folders and manage files; use Windows built-in tools; use Windows built-in accessories; and use Windows multimedia capabilities. In the world-of-work, the knowledge and skills acquired during this module prepare the student to utilise the features and functions of the Microsoft Windows Operating System.

Module name: MS Word
Module code: HMWD133_1
NQF Level: 4 Credits: 1.25 Due Performance

In MS Word, students must identify and use the basic features of MS Word; apply the application formatting features to a document; organise the content of a document; finalise documents for distribution; apply features in the application to enhance the appearance of a document; insert, edit and update tables in a document; apply the special features available in the application; insert and edit objects in a document, and use the mail merge feature in the application software. In the world-of-work, the knowledge and skills acquired during this module prepare the student to produce, edit and format professional MS Word documents.

Module name: Animation 1
Module code: HANM123_1
NQF Level: 5 Credits: 50

First year animation students are introduced to the world of traditional stop frame animation with a slow build-up towards basic three-dimensional space and location modelling using software such as Maya.

Module name: Art/Drawing 1
Module code: HART123_1
NQF Level: 5 Credits: 22

Art drawing serves as the backbone for Animation skills. During first year students become familiar with basic drawing skills, learning about perspective, light, shadow, and texture. Students are introduced to the basics of anatomy and look at rendering landscapes.

Photoshop is a vital part of the module, and students are introduced to navigation and tools, learning how to use these to render the aspects above. The focus of this year is more on technical skills and the basic principles underlying drawing.

Module name: **Graphic Design Practice 1**

Module code: **HGPA123_1**

NQF Level: 5 **Credits: 40**

Graphic Design deals with the visual language of art and design through the study of its basic elements, which are: composition, form and space, size and format, typography, tone and colour, lines, shapes, and texture. Students start building a visual vocabulary as well as learning the necessary jargon specific to this industry. As developing creatives, students learn to identify good design practices and start solving visual problems by conveying and delivering messages using traditional and contemporary tools in different media applications. Students become familiar with the Adobe Creative Suite – specifically Illustrator, Photoshop and InDesign.

Module name: **Graphic Design Process 1**

Module code: **HGPO123_1**

NQF Level: 5 **Credits: 20**

Drawing investigates the visual language of art and design, which deals with the perception of edges, space relationships, lights, shadow and gestalt. Students develop the skills of observation, imagination, and expression. The focus is on specific elements like edges and contours, positive and negative aspects of space, observational and basic drawing skills, techniques, and the exploration of different media and methods. Students explore typography and the application thereof. They become aware of fonts and the variation within a single typeface, recognise typeface styles and font families; explain type anatomy; be able to identify and specify type.

Module name: **Academic Literacy 2**

Module code: **HADL220_1**

NQF Level: 5 **Credits: 15**

The purpose of Academic Literacy 2 is to enable the student to develop excellent critical thinking skills. As the student learns to think critically, the student can discover whether the messages they receive in the media make sense. The student can decide why certain information was included or excluded and identify the main ideas of a text.

With this information, the student can learn to use reliable examples to support their own insights in their writing and develop the ability to make up their own mind on texts based on

the information that they have. In addition, the student learns how to determine whether a message is credible or not. By recognising the perspective, the student can contextualise the information that he or she learns into the framework of the information they already know. This, in turn, can help the student become a responsible media creator. The student can create media forms that are up-to-date with credible theories and are sensitive to issues surrounding culture and globalisation.

Module name: Design Thinking

Module code: HDTH130_1

NQF Level: 5 Credits: 10

The purpose of this module is to equip students with the ability to solve contemporary issues related to business management. The insights developed in this module can be used as a foundational base which graduates can use to be practical problem solvers in the workplace.

Module name: Media in a Digital Age

Module code: HMDA230_1

NQF Level: 6 Credits: 20

The purpose of this module is to develop knowledge as it applies to digital media literacy, communication and online safety within the media and online environment. This module is underpinned by various theoretical constructs that guide application to the broader learning programme and, ultimately, the workplace. Media in the digital age bridges the gap between digital natives and immigrants, allowing students to develop into digital citizens.

Module name: Advertising 2

Module code: HADV223_1

NQF Level: 5 Credits: 40

The purpose of this module is to equip learners with theoretical and practical aspects of contemporary advertising. The dynamic advertising sector is examined, practical elements of progressive communications and skills necessary to carry out the advertising tasks organisations need to succeed in both conventional and digital advertising contexts are covered. Advertising 2 is designed with industry-specific needs in mind, such as new media, creative planning, advertising above and below the line, advertising environment, consumer behaviour, and research for effective advertising. Upon completion, knowledge of integrated marketing communication and how advertising strategies are developed, both locally and internationally, is in place. Finally, the module expands on the process of creating marketing and advertising plans.

Module name: Digital Marketing 2

Module code: HDMR220_1

NQF Level: 5 Credits: 40

The aim of this module is to provide students with an understanding of the digital marketing environment and how the theory is applied to real-life scenarios. It also develops an understanding of how and why digital marketing has evolved, as history creates a springboard to predict where it is going in the future. With a focus on understanding the various Ps within marketing and how they relate, students learn how to craft a digital marketing strategy, including the – TCEO (think, create, engage, and optimise) and RACE model (reach, interaction, convert and engage). Students learn to unpack concepts like marketing research in various contexts (researching the business environment, consumer, competitors and their product/service, segmentation) and how this affects businesses, set digital objectives and digital strategy for an organisation. The last section focuses on the implementation and control of the digital strategy – the digital media channels (content marketing, search marketing, push marketing, social media marketing, video marketing and affiliate marketing) that are at a marketer's disposal, how the digital marketer will select these to achieve set digital objectives and strategy.

Module name: Journalism 2

Module code: HJRN223_1

NQF Level: 5 Credits: 40

Students learn how to write feature stories and use different structures in writing, discuss theoretical aspects of journalism such as journalistic ethics, and the role and function of the media in society. They also learn about publicity writing, brand journalism, in-house magazines and have opportunities for practical application of how to write within different genres.

Module name: Public Relations 2

Module code: HPRL223_1

NQF Level: 5 Credits: 40

The purpose of Public Relations 2 is to further advance and develop students' understanding and skill set of public relations as a technical and managerial module. Students are equipped with the required knowledge and skills to effectively plan and execute public relations campaigns, manage an organisation's reputation and stakeholders, and understand and implement the practice of digital public relations.

Module name: Radio 2
Module code: HRAD223_1
NQF Level: 5 Credits: 40

Radio Broadcasting is set up so that it directly and purposefully prepares students for entry into the occupational radio environment and its related industries, while also preparing the graduate for further academic learning pathways. It does this by incorporating contextual knowledge and creates space for students to learn and practice the skills needed to work in a radio station or in industries which relate to and correspond to a radio station. Part two takes a critical approach to understanding the creative process, technical application and practical skills, designed to further the student's knowledge and understanding of radio and audio content creation. The module focuses on researching the audience, radio technology, advanced content creation, voice and performance, practical programming and making content, interviews, storytelling, outside broadcasts, talk and specialty programming, compiling music, news, sport, traffic and weather, promotions, promoting and come builders, collaborating with other media, imaging and production, airtime and buying, and selling and executing airtime.

Module name: Sound Engineering
Module code: HSDE123_1
NQF Level: 5 Credits: 20

The Sound Engineering module builds critical knowledge and practical application over two semesters. This module allows students to embody the core theoretical principles and practical applications of Sound Engineering as a profession. Students acquire the basic skills needed to record audio in a recording studio or in the field and manipulate audio in a post-production environment to create professional media products. Semester 1 of this module enables students to develop a theoretical understanding and practical application of the fundamentals of Sound Engineering that, includes the fundamental properties of sound; the recording process; the selection and setup of microphones; the process and role of sound in film production; audio production and editing. In addition, students actively engage on an analytical level with the learning content through topics such as session management and planning, studio use, signal flow, microphone and recording techniques, mixing, production and on-set recording. Semester 2 will hone in on the practical application of the Sound Engineering principles within the professional fields of Radio Broadcasting and Television Production.

Module name: Television 2
Module code: HTLV223_1
NQF Level: 5 Credits: 40

Students are introduced to the world of non-fictional narration and documentary filmmaking. Students at second year level focus on all three production phases (pre-production, production and post-production). Students produce multiple short documentary modules based on the theory of documentary filmmaker Bill Nichols's Six Documentary Modes.

Module name: Animation 2
Module code: HANM223_1
NQF Level: 5 Credits: 50

Second year animation students start to experiment with character modelling, adding texture, shading and narrative based attributes to their creations.

Module name: Art/Drawing 2
Module code: HART223_1
NQF Level: 5 Credits: 30

Building on the Photoshop knowledge acquired in the first year, Art/Drawing 2 includes aspects such as speed painting, digital landscapes and sci-fi environments. Advanced anatomy includes animal anatomy as well as gesture, cloth textures and draping. The look and feel of fantasy and sci-fi elements are explored, and cartooning is introduced through a module in 3D sculpting. Storyboarding is an essential skill in the Animation industry which students start exploring during second year.

Module name: Graphic Design Practice 2
Module code: HGPA223_1
NQF Level: 5 Credits: 45

Graphic Design Level 2 builds on the visual knowledge of Level 1 to develop the use of the language of design in greater depth. Students discover design techniques using the Adobe Creative suite and are introduced to web design. Information design is explored through different applications such as via printed matter, information graphics, interactive design, and environmental design, advertising materials, and brand communications. The aim is to deliver clear, relevant, and competitive messages highlighting consumer benefits. Web design examines the structure, formats, and styling of digital media to develop knowledge of websites and hosting; designing for the web; designing for a purpose; website planning and management; using various web tools and formatting for Web by using the language of HTML, CSS & WYSIWYG tools.

Module name: Graphic Design Process 2

Module code: HGPO223_1

NQF Level: 5 Credits: 15

At this level, students explore the more expressive and conceptual values of drawing. Drawing using digital means becomes an area of discovery. Students are introduced to the technical nature of print in Production Techniques to ensure they have a thorough understanding of the complicated mechanical undertaking of the printing process. Students look at the life cycle of print jobs; aspects pertaining to applying ink on paper; trimming, binding, and finishing; how to prepare raster images and vector graphics; and how to resolve font and cross-platform issues.

Module name: Entrepreneurship

Module code: HENT323_1

NQF Level: 6 Credits: 20

Entrepreneurship is designed to induct students into the basic concepts and principles of starting and running a business. In this module, students are required to test their media business idea and determine if it is feasible and viable. Students are equipped with the necessary tools to successfully create and run a media business. The module covers the following areas: what is real entrepreneurship, how can you run your own business, the development of a product or service, getting the word out there to your potential customers, selling, basic principles of finance, like cash flow and VAT, how to run your business team, ensure that all operations are in place, important legal matters in business, how to not only start but also grow your business and how to develop an online business. Entrepreneurship empowers students to contribute to the economy as creative entrepreneurs. At the end of this module students are able to debate the role of entrepreneurship in the South African context, transform a business idea into a running business, and understand how to communicate to the customer, manage financial resources effectively, and understand growth within a business.

Module name: Experiential Learning

Module code: HEXL320_1

NQF Level: 6 Credits: 20

This module is dynamic and interactive and culminates in a stimulating workplace experiential learning process, with a specific focus on cultivating professionalism. This module focuses on the following areas: self-awareness, self-management (clarifying values, setting goals and planning) and the application of emotional intelligence; professional interpersonal skills that facilitate the development and management of dynamic teams and allow for the sending of

interpersonal messages, active listening skills and interpreting non-verbal cues and messages; providing constructive feedback, coaching, counselling, mentoring and setting goals for others; empowering people through delegation; making use of politically, emotionally and culturally correct communication, resolving conflicts, managing and reducing workplace bullying; producing persuading written and verbal messages; constructing traditional and electronic correspondence; designing, preparing and presenting proposals and reports of both an evaluative and informative nature; constructing and communicating a professional personal brand and preparing for the job interview.

Module name: Media Law

Module code: HMDL233_1

NQF Level: 6 Credits: 12

This module introduces students to freedom of speech as the cornerstone of media law and other constitutional values. These common-law and statutory principles impact the press, broadcasting, telecommunications, and other forms of media. It also enhances students' knowledge and understanding of the South African legal structure, censorship, South African court proceedings, copyright, and social media communications.

Module name: Advertising 3

Module code: HADV323_1

NQF Level: 6 Credits: 80

The purpose of this module is to reacquaint students with the fundamental concepts of communication, target audiences and positioning, whilst the bulk of the module centres around a more focused look at Integrated Marketing Communication (IMC) campaigns. Advertising campaigns are often complex, module to numerous changes in direction and involve a diversity of 'media,' therefore, it is necessary to be organised, adaptable and open to change. This complexity requires advertising professionals to be both analytical and creative in the construction, deconstruction, and reconstruction of advertising campaigns. Advertising 3 follows a hands-on approach by working closely with professional advertising practitioners from one of South Africa's most successful advertising agencies. The IMC is deconstructed into individual components, systematically reconstructed to build a cohesive advertising communication mix, and culminating in the construction of an advertising campaign. The module follows a very methodical approach, steering students through each step and requirement, ensuring understanding, and thus cultivating strategic implementation skills. The IMC foundation is set, in which students get a look at the big picture. The role of brand management is introduced to illustrate the influence and place of brand elements in an IMC campaign. Finally, the module concludes with skills on how to critique advertising in terms of

its effectiveness and the ethical validity of a campaign. Critique is an important skill to develop as it helps uncover competitive strategies and improve campaigns going forward.

Module name: Digital Marketing 3

Module code: HDMR320_1

NQF Level: 6 Credits: 80

This module aims to provide students with a thorough understanding of the digital marketing strategy and how the theory is applied. The module provides an overview of digital marketing concepts learnt in year two and builds on these concepts to develop a digital marketing strategy, implementation, and evaluation of the digital strategy. The module also provides insights into the online marketplace (microenvironment) and digital macro environment. The digital environment is crucial to understanding how the business environment influences organisations in crafting a digital marketing strategy.

Module name: Journalism 3

Module code: HJRN323_1

NQF Level: 6 Credits: 80

Students are taught to adapt a story for different platform requirements, discuss the current journalism landscape, how to find story ideas, as well as critical thinking skills, photographic, audio and video skills, how to develop infographics and other data-driven visualisations, and further focus into writing for different genres as a freelancer.

Module name: Public Relations 3

Module code: HPRL323_1

NQF Level: 6 Credits: 80

The purpose of this module is to refine the skills that have been developed in Public Relations 1 and 2, and to further advance and develop the students' understanding of public relations as a strategic field. At this advanced public relations level, students focus on the conceptual foundations of strategic communication and how to unlock the value thereof for an organisation in the Southern African context.

Module name: Radio 3

Module code: HRAD323_1

NQF Level: 6 Credits: 80

Radio Broadcasting is set up so that it directly and purposefully plans to help prepare students for entry into the occupational radio environment and its related industries, while also preparing the graduate for further academic learning pathways. It does this by incorporating

contextual knowledge and allows students to learn and practice the skills needed to work in a radio station or in industries which relate to and correspond to a radio station. The Radio Broadcasting 3 module is where all three years come together in a physical running of a 'mock' radio station: students are asked to run and manage a radio station with limited supervision. Here students are required to work in an uncomfortable and challenging environment that will replicate that of the radio-working environment. In addition, the following management topics are covered in the theoretical part of the year: radio as a brand, managing programming content, managing music programming, station management, managing talent, managing production, legalities and guidelines, audio communication across multiple delivery platforms and international case studies.

Module name: Television 3

Module code: HTLV323_1

NQF Level: 6 Credits: 80

Students are inducted into the fictional and experimental filmmaking space with a strong focus on screenwriting, directing, editing and are exposed to theory that underpins the ability to analyse, and critique film. All three production phases are thoroughly realised in the final year of study.

Module name: Animation 3

Module code: HANM323_1

NQF Level: 6 Credits: 40

Final year animation students focus mainly on two aspects of animation. The first is augmented reality, and the second is a showreel geared and aimed as a selling tool for entering the industry. Students are given the opportunity to showcase their skills and focus on what attributes stand out from their body of work.

Module name: Art/Drawing 3

Module code: HART323_1

NQF Level: 6 Credits: 40

The completion of this module enables students to confidently undertake designing portfolios and show reels; silhouetting; advanced colour and lighting; mechanical robot design; weapon and accessory design; referencing and replacement, anatomy; modular characters; action Imagery, and polishing techniques. Students learn the industry work ethic and should be ready for entry level positions.

Module name: Graphic Design Practice 3

Module code: HGPA323_1

NQF Level: 6 Credits: 55

Students discover advanced design techniques using the Adobe creative suite; successfully developing brand communications and creating applied advertising design. Web design develops digital design skills, hosting, and browser knowledge. Students learn to do purposeful design for the Web, honing website planning, web tools, and graphics skills. Students develop a personalised portfolio displaying fluency in an array of tools, showcasing their growth for potential employment and/or freelance contracting.

Module name: Graphic Design Process 3

Module code: HGPO323_1

NQF Level: 6 Credits: 25

The essence of illustration as a module lies in conceptual thought and idea development. Students learn the conceptual process: research which looks at concepts as well as the nature of imagery, as well as researching the most effective ways to communicate ideas. This is followed by the execution of the image, which draws on their experience in drawing and the exploration of techniques mostly using digital means. The study of Print Production at level 3 further investigates the technical nature and requirements of the printing process by looking at cross-platform issues; job submission; Photoshop production tips; Illustrator production tips; InDesign production tips; Acrobat production tips; and Creative Cloud.

Can I further my studies when I graduate?

The qualification is registered at NQF (HEQSF) Level 6 and will provide for articulation options into NQF (HEQSF) Level 6 and 7 qualifications. Graduates may proceed to Advanced Diplomas or Bachelor's degrees in a variety of disciplines at public universities, private or international higher education institutions. In order to gain entry into these programmes students will have to meet the admission and selection criteria of the receiving institution.

Students may also apply for admission with advanced placement in the *Bachelor of Arts in Broadcast Journalism* offered at our Sandton campus.

Certification

Upon successful completion of the qualification, students will receive the *Diploma in Media Practices* (SAQA ID 83166), NQF (HEQSF) Level 6 (Minimum Subject Credits 374, plus 5 Due Performance (DP) Credits at NQF Level 4) from Boston Media House.

International Recognition

This qualification is accredited by the Council on Higher Education (CHE), is registered on the NQF (HEQSF) by the South African Qualifications Authority (SAQA) and the institution is registered by the Department of Higher Education and Training (DHET) as a Private Higher Education Institution (PHEI) to offer the qualification.

The DHET is a department of National Government, and both the CHE and SAQA are statutory bodies, as such these entities are recognised globally. Therefore, the qualifications/institutions that are accredited/licensed by them are accepted/recognised throughout the world by other government departments and by their respective agencies such as World Educational Services (WES) and other prominent authorities for purposes of equivalence/articulation i.e. employment/labour certification or further studies.

This is a quid pro quo arrangement amongst United Nations Member States; as the DHET, CHE and SAQA similarly recognises other nation/states' qualifications/institutions for equivalence/transferring to South Africa i.e. a United Kingdom or Zambian Bachelor of Arts awarded by a public university or private degree granting college which is accredited/licensed in accordance with the United Kingdom or Zambian legislative and statutory requirements, will be equivalated/recognised as such in South Africa.

Similarly, the SADC Protocol on Education and Training, which is a legal framework for regional cooperation, provides for the recognition of the equality of all Member States. It must be noted that qualifications will be recognised and that curricula specific evaluations may lead to additional requirements for students to meet in order to gain entry into international programmes or professions, which is the prerogative of the receiving institution/body.

For more information pertaining to direct international linkages/relationships, visit the websites of the DHET, CHE, SAQA, CHEA and WES.

How do I Apply?

Apply only for admission to study at Boston Media House. Visit the website www.bostonmediahouse.ac.za and follow the links provided. Complete the online application form and upload all the necessary supporting documentation.

When can I apply and how much are the Application Fees?

Applications are open all year round. There are no application fees payable.

- **The closing date for first-year applications for Semester 1 is at 17h00 on 17 February 2023.**
- **The closing date for first-year applications for Semester 2 is at 17h00 on 28 July 2023.**

What do I do if I am accepted?

When you are accepted, you will receive a registration link to register online. The registration process will require a number of documents from you to complete the registration. Please make sure you have the following available before starting the registration process.

Degrees, Diplomas and Higher Certificates

- If you are a new student wanting to register for a Higher Education qualification, you must have applied first and have your reference number for your accepted application. Please note that the acceptance must be a full acceptance and not a provisional acceptance.
- If you did not provide documents during your previous application, you will be prompted for them during this process. Incomplete or incorrect documents will result in your registration not being completed.

Finalising your registration

- To finalise your registration, you will be required to pay your deposit online.
- Please make sure you have the account payer's details, banking information and approval to proceed.

- If you elect not to pay instantly, the branch will contact you to arrange for your preferred payment method before your registration is finalised.

Email

- You must have a valid email address and mobile phone number. If you do not have an email address, you can sign up for one using [Google Gmail](#) or [Microsoft Outlook](#)
- **The closing date for all registrations for Semester 1 is at 13h00 on 18 February 2023.**
- **The closing date for all registrations for Semester 2 is at 13h00 on 29 July 2023.**

Applicable ONLY to students who initially enrolled between 2015 and 2019

DP = Due Performance
* Prescribed textbooks are included in the fees

DIPLOMA IN MEDIA PRACTICES – VERSION 2 Curriculum – Year 1

	Modules	Codes	Status	2023 Codes	2023 Module Fees (Cash Fees before Invest in SA Subsidy)	2023 Module Fees (Cash Fees after Invest in SA Subsidy for full registrations, CAT/RPL)	NQF Level	Credits	Compulsory or Elective	Year	Semester	Assessments: Formative + Summative
Media Stream: Semester 1	MS Windows & MS Word	MSW1 MWD1	Discontinued - 2020	HMSW133_1 HMWD133_1								
	Academic Literacy	ADL1	Discontinued - 2022	HADL132_2								
	Advertising 1	ADV1	Discontinued - 2022	HADV133_1								
	Journalism 1	JRN1	Discontinued - 2022	HJRN133_1								
	Radio 1	RAD1	Discontinued - 2022	HRAD123_1								
	Total Credits: Semester 1											
Media Stream: Semester 2	MS Excel	MEX1	Discontinued - 2020	HMEX133_1								
	Professional Skills 1	PRFS1	Last year offered - 2023		R 8 671.00		5	20	Compulsory	1	Refer to timetable	1 + 1
	Marketing 1 or Photography 1 (PHT1 Only available at Sandton)	MKT1 or PHT1	PHT1: Discontinued - 2020 MKT1: Discontinued - 2022	HPHT120_1 HDMR130_1								
	Public Relations 1	PR1	Discontinued - 2022	HPRL133_1								
	Television 1	TLV1	Discontinued - 2022	HTLV123_1								
	Total Credits: Semester 2											

Visit a BMH branch for detailed information

Graphic Design Stream	Semester 1:										
	MS Windows & MS Word	MSW1 MWD1	Discontinued - 2020	HMSW133_1 HMWD133_1		Visit a BMH branch for detailed information					
	Academic Literacy	ADL1	Discontinued - 2022	HADL132_2							
	Graphic Design Practice 1.1	GDPRAC1	Discontinued - 2020	HGPA123_1							
	Graphic Design Process 1.1	GDPROC1	Discontinued - 2020	HGPO123_1							
	Television 1	TLV1	Discontinued - 2022	HTLV123_1							
	Total Credits: Semester 1										
	Semester 2:										
	MS Excel	MEX1	Discontinued - 2020	HMEX133_1		Visit a BMH branch for detailed information					
	Professional Skills 1	PRFS1	Last year offered - 2023		R 8 671.00		5	20	Compulsory	1	Refer to timetable
Graphic Design Practice 1.2	GDPRAC1	Discontinued - 2020	HGPA123_1								
Graphic Design Process 1.2	GDPROC1	Discontinued - 2020	HGPO123_1								
Advertising 1	ADV1	Discontinued - 2022	HADV133_1								
Total Credits: Semester 2											
Animation Stream	Semester 1:										
	MS Windows & MS Word	MSW1 MWD1	Discontinued - 2020	HMSW133_1 HMWD133_1		Visit a BMH branch for detailed information					
	Academic Literacy 1	ADL1	Discontinued - 2022								
	Animation 1.1	ANM1	Discontinued - 2020	HANM123_1							
	Art/Drawing 1.1	ADR1	Discontinued - 2020	HART123_1							
	Television 1	TLV1	Discontinued - 2022	HTLV123_1							
	Total Credits: Semester 1										
	Semester 2:										
	MS Excel	MEX1	Discontinued - 2020	HMEX133_1		Visit a BMH branch for detailed information					
	Professional Skills 1	PRFS1	Last year offered - 2023		R 8 671.00		5	20	Compulsory	1	Refer to timetable
Animation 1.2	ANM1	Discontinued - 2020	HANM123_1								
Art/Drawing 1.2	ADR1	Discontinued - 2020	HART123_1								
Total Credits: Semester 2											
Total Credits: Year 1							126 (+3.75D)				

Curriculum – Year 2

	Modules	Codes	Status	2023 Code	2023 Module Fees (Cash Fees before Invest in SA Subsidy)	2023 Module Fees (Cash Fees after Invest in SA Subsidy for full registrations, CAT/RPL)	NQF Level	Credits	Compulsory or Elective	Year	Semester	Assessments: Formative Summative +	
Media Stream: Semester 1 & 2	MS PowerPoint	MPP1	Discontinued - 2020	HMPP133_1		Visit a BMH branch for detailed information	6	20	Compulsory	2	Refer to timetable	1 + 1	
	Media Skills	MSK3	Last year offered - 2023		R 9 311.00								
	Plus Three Electives (See Choices Below)												
	Total Credits: Semester 1												
	Media Law	MDL2	Last year offered - 2022		R 8 945.00	Visit a BMH branch for detailed information	6	20	Compulsory	2	Refer to timetable	1 + 1	
	Digital Media Convergence	DMC2	Last year offered - 2023		R 7 515.00								
	Plus Same Three Electives as Semester 1												
	Total Credits: Semester 2												
	Media Stream Electives: Choose Three												
	Advertising 2	ADV2	Discontinued - 2022	HADV223_1		Visit a BMH branch for detailed information							
	Journalism 2	JRN2	Discontinued - 2022	HJRN223_1									
	Marketing 2	MKT2	Discontinued - 2022	HDMR220_1									
	Photography 2	PHT2	Discontinued - 2020	-									
	Public Relations 2	PR2	Discontinued - 2022	HPRL223_1									
	Radio 2 & Sound Eng 1	RAD2 SDE1	Discontinued - 2022	HRAD223_1 HSDE123_1									
Television 2 & Sound Eng 1	VID2 SDE1	Discontinued - 2022	HTLV223_1 HSDE123_1										
Total Credits													
Graphic Design Stream	MS PowerPoint	MPP1	Discontinued - 2020	HMPP133_1		Visit a BMH branch for detailed information	6	20	Compulsory	2	Refer to timetable	1 + 1	
	Media Skills	MSK3	Last year offered - 2023		R 9 311.00								
	Digital Media Convergence	DMC2	Last year offered - 2023		R 7 515.00								
	Advertising 2	ADV2	Discontinued - 2022	HADV223_1									
	Graphic Design Practice 2	GDPRAC2	Discontinued - 2021	HGPA223_1									
	Graphic Design Process 2	GDPROC2	Discontinued - 2021	HGPO223_1									
Total Credits													

Animation Stream	MS PowerPoint	MPP1	Discontinued - 2020	HMPP133_1		Visit a BMH branch for detailed information						
	Media Skills	MSK3	Last year offered - 2023		R 9 311.00		6	20	Compulsory	2	Refer to timetable	1 + 1
	Digital Media Convergence	DMC2	Last year offered - 2023		R 7 515.00		5	16	Compulsory	2	Refer to timetable	1 + 1
	Sound Engineering 1	SDE1	Discontinued - 2022	HSDE123_1								
	Animation 2	ANM2	Discontinued - 2021	HANM223_1								
	Art/Drawing 2	ADR2	Discontinued - 2021	HART223_1								
Total Credits: Year 2						116 (+1.25DP)						

Curriculum – Year 3												
	Modules	Codes	Status	2023 Code	2023 Module Fees (Cash Fees before Invest in SA Subsidy)	2023 Module Fees (Cash Fees after Invest in SA Subsidy for full registrations, CAT/RPL)	NQF Level	Credits	Compulsory or Elective	Year	Semester	Assessments: Formative Summative +
Media Stream: Semester 1	Professional Skills 2	PRFS2	Last year offered - 2023		R 9 392.00	Visit a BMH branch for detailed information	5	20	Compulsory	3	1 st	1 + 1
	Finance in Media	FIM3	Last year offered - 2023		R 9 312.00		6	20	Compulsory	3	1 st	1 + 1
	Plus One Elective (see below)						6	30	Compulsory	3	1 st and 2 nd	
	Total Credits: Semester 1								70			
Media Stream: Semester 2	Entrepreneurship 3	ENT3	Last year offered - 2023		R 9 392.00	Visit a BMH branch for detailed information	6	20	Compulsory	3	2 nd	1 + 1
	Plus Same Elective as Semester 1						6	30	Compulsory	3	1 st and 2 nd	
	Total Credits: Semester 2								50			
	Media Stream Electives: Choose One											
	Advertising 3+	ADV3+	Last year offered - 2023		R 27 938.00	Visit a BMH branch for detailed information	6	60	Elective	3	1 st and 2 nd	9 + 5
	Journalism 3+	JRN3+	Last year offered - 2023		R 27 938.00		6	60	Elective	3	1 st and 2 nd	6 + 4
	Marketing 3+	MKT3+	Last year offered - 2023		R 27 938.00		6	60	Elective	3	1 st and 2 nd	9 + 5
	Public Relations 3+	PR3+	Last year offered - 2023		R 27 938.00		6	60	Elective	3	1 st and 2 nd	8 + 4
	Radio 3 (incl. Sound Eng 2)	Multiple	Last year offered - 2023		R 27 938.00		6	60	Elective	3	1 st and 2 nd	6 + 2
	Television 3 (Incl. Sound Eng 2)	Multiple	Last year offered - 2023		R 27 938.00		6	60	Elective	3	1 st and 2 nd	6 + 2
	Total Credits:						120					

Graphic Design Stream	Professional Skills 2	PRFS2	Last year offered - 2023		R 9 392.00	Visit a BMH branch for detailed information	5	20	Compulsory	3	1 st	1 + 1
	Advertising 3 (Core Only)	ADV3	Last year offered - 2023		R 9 312.00		6	20	Compulsory	3	1 st and 2 nd	3 + 1
	Entrepreneurship	ENT3	Last year offered - 2023		R 9 392.00		6	20	Compulsory	3	2 nd	1 + 1
	Graphic Design Practice 3	GDPRAC3	Last year offered - 2023		R 20 954.00		6	45	Compulsory	3	1 st and 2 nd	3 + 1
	Graphic Design Process 3	GDPROC3	Last year offered - 2023		R 6 984.00		6	15	Compulsory	3	1 st and 2 nd	3 + 1
	Total Credits:								120			
Animation Stream	Professional Skills 2	PRFS2	Last year offered - 2023		R 9 392.00	Visit a BMH branch for detailed information	5	20	Compulsory	3	1 st	1 + 1
	Sound Engineering 2	SDE2	Last year offered - 2023		R 9 312.00		6	20	Compulsory	3	2 nd	1 + 1
	Entrepreneurship	ENT3	Last year offered - 2023		R 9 392.00		6	20	Compulsory	3	2 nd	1 + 1
	Animation 3	ANM3	Last year offered - 2023		R 27 937.00		6	40	Compulsory	3	1 st and 2 nd	3 + 1
	Art/Drawing 3	ADR3	Last year offered - 2023		R 9 312.00		6	20	Compulsory	3	1 st and 2 nd	3 + 1
	Total Credits:								120			
Total Credits: Year 3							120					
TOTAL CREDITS: 374 + 5 DUE PERFORMANCE												

Academic Calendar

SEMESTER 1:

2023 SEMESTER 1: FULL-TIME	Month	Week - start date	Week - end date	Academic Week	Important dates
	February	20	24	1	
	February	27	03	2	27 - FA1 Brief Issued
	March	06	10	3	
	March	13	17	4	
	March	20	24	5	
	March	27	31	6	
	April	03	07	7	03 - SA 1 / FA 2 Brief Issued
	April	10	14	8	FA1 Submission Week (Due Sat 15) NO LECTURES
	April	17	21	9	
	April	24	28	10	
	May	01	05	11	
	May	08	12	12	08 - FA 1 Results Release & Results Appeal Open 08 - FA 1 Suppl Brief Issued 12 - FA 1 Results Appeal Close
	May	15	19	13	17 - FA 1 Results Appeal Release
	May	22	26	14	FA 1 Suppl Submission Week (Due Fri 26)
	May	29	02	15	
	June	05	09	16	SA 1 / FA 2 Submission Week (Due Fri 09) 07 - FA 1 Suppl Results Release & Results Appeal Open
	June	12	16	17	13 - FA 1 Suppl Results Appeal Close 15 - FA 1 Suppl Results Appeal Release
	June	19	23	18	
	June	26	30	19	
July	03	07	20	03 - SA 1 / FA 2 Results Release & Results Appeal Open 03 - SA 1 / FA 2 Suppl Brief Issued 07 - SA 1 / FA 2 Results Appeal Close	
July	10	14	21	13 - SA 1 / FA 2 Results Appeal Release	
July	17	21	22	SA 1 / FA 2 Suppl Submission Week (Due Fri 21)	
July	24	28	23		
July	31	04	24	02 - SA 1 / FA 2 Suppl Results Release & Results Appeal Open	
August	07	11	25	08 - SA 1 / FA 2 Suppl Results Appeal Close 11 - SA 1 / FA 2 Suppl Results Appeal Release	

SEMESTER 2:

2023 SEMESTER 2: FULL-TIME	Month	Week - start date	Week - end date	Academic Week	Important dates
	July	31	04	1	
	August	07	11	2	FA1 / FA 3 Brief Issued
	August	14	18	3	
	August	21	25	4	
	August	28	01	5	
	September	04	08	6	
	September	11	15	7	11 - SA 1 Brief Issued
	September	18	22	8	FA 1 / FA 3 Submission Week (Due Fri 22) NO LECTURES
	September	25	29	9	
	October	02	06	10	
	October	09	13	11	13 - FA1 / FA 3 Results Release & Results Appeal Open 13 - FA 1 / FA 3 Suppl Brief Issued
	October	16	20	12	19 - FA 1 / FA 3 Results Appeal Close
	October	23	27	13	25 - FA 1 / FA 3 Results Appeal Release
	November	30	03	14	FA 1 / FA 3 Suppl Submission Week (Due 03)
	November	06	10	15	
	November	13	17	16	SA 1 Submission Week (Due Fri 17) 15 - FA 1 / FA 3 Suppl Results Release & Results Appeal Open
	November	20	24	17	21 - FA 1 / FA 3 Suppl Results Appeal Close 24 - FA 1 / FA 3 Suppl Results Appeal Release
	December	27	01	18	
	December	04	08	19	06 - SA 1 Results Release & Results Appeal Open
December	11	15	20	12 - SA 1 Results Appeal Close 14 - SA 1 Results Appeal Release	
December	18	22	HE Office Closed	-	
December	25	29	HE Office Closed	-	
January	02	05	21	SA1 Suppl Submissions Week (Due 12)	
January	08	12	22	SA1 Suppl Submissions Week (Due 12)	
January	15	19	23		
January	22	27	26	24 - SA 1 Suppl Results Release & Results Appeal Open	
January	29	02	25	30 - SA 1 Suppl Results Appeal Close 02 - SA 1 Suppl Results Appeal Release	

Health and Wellness

Boston Media House has implemented guidelines and procedures for safety and security according to the Occupational Health and Safety Act, 1993 (Act No. 85 of 1993). Every effort is made to avoid any incident or tragedy on campus and to ensure the continued health and safety of both staff and students. In the event of an incident, it is essential that students are aware of the guidelines concerning safety and evacuation procedures.

In the event of revised or new regulations being published in terms of the Disaster Management Act, or any other Act, the following protocols may apply to all staff, students and visitors:

- Participation in HEALTHCHECK and screenings;
- Completion of attendance registers;
- Maintaining of social distancing;
- Wearing of masks at all times;
- Continuation of sanitization and hygiene measures; and
- Restrictions on maximum numbers for assembly of staff and students.

For the Post-Schooling Sector, HIGHER HEALTH has a dedicated 24-hour toll-free helpline for addressing the mental health and psycho-social support needs of students and staff:

- Toll-free call 0800 36 36 36
- SMS 43336

Boston Media House aims to produce well-rounded graduates, we support our student's academic growth and achievements and also care about their personal well-being and development. Boston Media House offers all registered students free psycho-social counselling. The Boston Media House Student Wellness module on the Learner Management System posts great tips and advice on how to make your time as a student at Boston Media House a productive and healthy experience.

Disaster Management Act or any other Act and Academic Services

Boston recognises the need to deploy whatever reasonable measures necessary to obviate any negative impact on academic provisioning that might attend the invocation of the Disaster Management Act (Act No. 57, 2002), or any other act, and the consequent gazetting of regulations. While Boston will attempt to minimise disruption to academic services, this could result in changes to academic calendars, procedures, processes, services, etc., all of which will be communicated to students and relevant stakeholders.

Disclaimer

This Fact Sheet is accurate at the time of publication. Boston Media House (Pty) Ltd reserves the right to alter any of the content due to changes in regulations, market requirements and other reasons. Please note that meeting any of the admission requirements does not necessarily guarantee entry into the qualification. All applications will be evaluated on an individual basis, and acceptance will depend on the decision of the Academic Committee.

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