

FACT SHEET

Digital Badge

- **MICRO-CREDENTIAL - Knowledge Master in Brand Management Basics** (Code: SBRD1181)
- This unique Digital Learning Badge provides graduates with the Boston City Campus & Business College endorsement of their competency in the respective field.

Minimum Entry Requirements

- Open entry

What is the Duration of Study?

Recommend minimum period is four (4) to six (6) weeks with a maximum duration of eleven (11) months, dependent on the Learners' control over time, place and pace.

What is the Purpose of the Micro-credential Badge?

A Boston Digital-Credential Badge represents recognisable competences gained through a variety of experiences, regardless of your age or background. It allows you to follow your interests and passions and unlock opportunities in life and work by standing out from the crowd. Nowadays, most employers expect their employees to seek out further learning opportunities continually. A Boston Digital-Credential Badge offers students and working adults alike a way to enhance their CV's with field-specific skills.

Boston creates and issues Badges for you to earn, enabling you to build up your own unique collection and share them across various social media platforms, e.g. LinkedIn and with employers. Each Badge you earn contains data about your newly acquired skills. This data can be viewed when you display and share your Badges, helping people find out more about you and your skills.

What is the purpose of Brand Management Basics?

This digital badge provides a basic understanding of the management of an organisation's brand. The topics range from an introduction to what a brand is and how to manage it, to the naming and sustaining of brands. In addition, the objectives of brand positioning and what a brand audit entails, are presented. The module then focus on what the duties of a brand manager is and the role of advertising in branding. An overview of brands in South Africa is presented with an added focus on corporate and political branding.

What is the syllabus of Brand Management Basics?

- Introduction to brand management
- The history and evolution of branding
- Brand essence, positioning and implementation
- The brand manager
- Brand equity
- Brand architecture, managing brand and product relationship
- Managing and sustaining brands
- Brand audits
- Corporate and political branding
- Branding in South Africa

What do I require to pass?

Students will need an overall mark of fifty percent (50%) to earn their digital badge. Your final grade is based on the Summative Assessment only. A maximum of one (1) supplementary assessment opportunity is provided for. The format of the Summative Assessment is a Multiple-Choice Exam.

What are the Fees?

Currently, we have eleven (11) Boston Digital Micro-credential badges on offer, see Table below. *Micro-Credential Fees* escalate each calendar year.

Micro-Credential Badges		
Digital Badges	Codes	Module Fees (Cash Fees only)
Annual Registration Fee		Nil
Advertising Basics	SAVD1181	R 3,399
Brand Management Basics	SBRD1181	R 3,399
Fundamentals of Applied Psychology	SAPS1181	R 3,399
Fundamentals of Business Management	SBMN1181	R 3,399
Human Resource Management and Functions	SHRF1181	R 3,399
Introducing Entrepreneurship	SENT1181	R 3,399
Introducing Socio-economics	SSEC1181	R 3,399
Introduction to Counselling	SCOU1181	R 3,399
Introduction to HIV Counselling	SHIVC1181	R 3,399
Introduction to Marketing Management	SMKT1181	R 3,399
Principles of Commercial Law	SCML1181	R 3,399

What is the language of teaching and learning?

English is the language of communication, instruction and assessment at Boston.

What is the mode of delivery?

Digital Learning supported with rich-media courseware. For every Badge, this includes:

- *ColCampus*, which is accessed online and/or at the Support Centre
 - Digital textbook including filmed lectures, interactive activities and end of unit quizzes
- *ColCampus* promotes anytime, anywhere learning resources in a safe, secure online environment.

What materials/resources will I require in order to Study?

Boston will provide access to *ColCampus* for the digital courseware. A printed version of the textbook will not be provided. Therefore, there is no requirement to purchase any additional prescribed materials.

What is a Support Centre?

Boston's network of Support Centres grants our students access to computers and *ColCampus* as well as administrative services. Students must select a single Support Centre and may make use of the facilities for the duration of their studies.

Who will provide me with Academic and Tuition Support?

The Digital Badge is specially designed for students committed to studying on their own. The self-study course suits individuals who want the flexibility of studying at their own pace, in their own time. The digital content allows students to continuously evaluate their progress and readiness to progress through the course. Students can contact an Educator via *ColCampus* should the need arise.

Where do I complete my Summative Assessment?

Once students have completed the digital coursework and feel confident to 'tackle' the Summative Assessment, no bookings are necessary, as the exam is hosted in *ColCampus*. To access the Summative Assessment students need to select the Quizzes icon, followed by the icon that reads: Summative Assessment. The Summative Assessment is a two hour open book exam which comprises of 70 Multiple Choice Questions. Learners are allowed one chance to select each correct answer so please take your time. The pass mark is 50%.

Digital Certification

Upon successful completion, students will be issued a digital or electronic certificate from Boston. A printed version of the credential will not be provided. Digital Learning Badges are similar to Short Learning Programmes, they are non-credit bearing, are meant for continuous professional development, and are quality assured by the institutional Quality Management System (QMS) of Boston.

Can I further my studies when I have completed the Digital Badge?

On successful completion, the Learner may apply for the Practical Assignment to unlock the next level of the Boston Digital-Micro Credential Badge, in the same Domain/Specified Field, the Application Guru. Once this level is complete, the Learner may submit the Workplace Evidence to unlock the final level, the Specialist Practitioner in the respective Domain/Specified Field.

Where can you share your badges?

Tell the full story of your achievements and share your badges online! You select where and with whom you would like to share the Digital-Micro Credential Badge:

- Blogs, websites, e-Portfolios, and professional networks
- CV's and Job applications
- Social media sites such as Twitter, Google+, Facebook, LinkedIn and Instagram
- Even in your email signature

Are Digital-Credential Badges important?

The world of work is becoming more competitive and therefore placing greater importance on gaining skills for continuous professional development/advancement. In surveys of human resource managers and digital learning participants across different industries the following data is noted:

- 95% were interested in the Digital-Credentials of potential hires
- 76% of employees seek opportunities for career growth
- 15% increase in spending on training and development by employers
- 95% of first-time Badge holders want to pursue another Digital-Credential in the future.

How do I apply/register?

No application required, simply register at one of the 45 Boston Support Centres, see table overleaf.

About the Institution and International Recognition

Boston City Campus & Business College (Pty) Ltd Reg. No. 1996/013220/07 is registered with the Department of Higher Education and Training (DHET), as a private higher education institution, No. 2003/HE07/002, in terms of Section 54(1)(c) of the Higher Education Act, 1997 (Act No 101 of 1997), and Regulation 14(4)(a) of the Regulations for the Registration of Private Higher Education Institutions, 2016. Boston is internationally recognised by the British Accreditation Council (BAC).

Boston Support Centres 2018

• Alberton	• Krugersdorp	• Queenstown
• Bedfordview	• Ladysmith	• Randburg
• Bellville	• Mthata	• Richards Bay
• Benoni	• Nelspruit	• Roodepoort
• Bloemfontein	• Newcastle	• Rosebank
• Braamfontein	• Orange Grove	• Rustenburg
• Cape Town	• Paarl	• Somerset West
• Durban City	• Pietermaritzburg	• Soweto
• East London	• Polokwane	• Springs
• George	• Port Elizabeth	• Stanger
• Germiston	• Port Shepstone	• Tzaneen
• Johannesburg	• Potchefstroom	• Umhlanga
• Kempton Park	• Pretoria Arcadia	• Vereeniging
• Kimberley	• Pretoria Lynnwood Glen	• Welkom
• Klerksdorp	• Pretoria North	• Witbank

Disclaimer

This Fact Sheet together with the Prospectus and Student Rulebook are accurate at the time of publication. Boston City Campus & Business College (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 at Head Office.

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