

# 2020 FACT SHEET 2<sup>ND</sup> SEMESTER



## DIPLOMA IN MEDIA PRACTICES FIRST YEAR STUDENTS

### 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: HDIPMP**3**
- **Dip. (Media Practices)**
- SAQA ID 83166, NQF (HEQSF) Level 6, Minimum Subject Credits 374, plus 5 Due Performance (DP) Credits at NQF Level 4



### **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 into the diploma:

- Higher Certificate, NQF (HEQSF) Level 5, minimum Credits 120; or
- Advanced Certificate, NQF (HEQSF) Level 6, minimum Credits 120; or
- Equivalent qualification from a foreign higher education institution, see section on Foreign Applicants below.

### **Foreign Applicants**

Foreign students who do not hold a South African school leaving certificate must present a Grade 12 equivalence verification with endorsement for admission to Diploma study from the South African Matriculation Board. The Board can be contacted on +27 (0)10 591 4401/2 or [applications@USAF.ac.za](mailto:applications@USAF.ac.za). Also, foreign applicants are 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.

Students who have qualifications from foreign higher education institutions must present an equivalence certificate from the South African Qualifications Authority (SAQA) which can be contacted on +27 (0)12 431 5070 or visit <http://www.saqa.org.za/>.

### **Applying to Transfer-in Credits (CAT)**

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.

### **RPL Applicants**

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?**

Contact learning.

**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. For more information see Table overleaf. Part-time studies will take longer.

**What is the Curriculum?**

The *Diploma in Media Practices* consists of three hundred and seventy-four (374) compulsory and elective credits; and five (5) due performance (DP) credits.

Curriculum – Year 1							
Stream	Compulsory / Elective	Subject	Code	Semester / Year	NQF Level	Credits	2020 Fees
Media 1 <sup>st</sup> level elective	Compulsory	Academic Literacy 1	HADL132 – 1	Year	5	15	R 6 600.00
	Compulsory	Advertising 1	HADV133 – 1	Semester	5	12	R 5 280.00
	Compulsory	Creativity	HCRT123 – 1	Semester	5	15	R 6 600.00
	Compulsory	Digital Marketing 1	HDMR130 – 1	Semester	5	12	R 5 280.00
	Compulsory	Journalism 1	HJRN133 – 1	Semester	5	12	R 5 280.00
	Compulsory	Photography 1	HPHT120 – 1	Semester	5	15	R 6 600.00
	Compulsory	Public Relations 1	HPRL133 – 1	Semester	5	12	R 5 280.00
	Compulsory	Radio 1	HRAD123 – 1	Semester	5	12	R 5 280.00
	Compulsory	Television 1	HTLV123 – 1	Semester	5	12	R 5 280.00
	Compulsory	Computer Skills (MS Excel, MS PowerPoint, MS Windows, MS Word)	HMEX133 – 1 HMPP133 – 1 HMSW133 – 1 HMWD133 – 1	Semester Semester Semester Semester	4	DP (5)	R 2 200.00
Animation 1 <sup>st</sup> level elective	Compulsory	Academic Literacy 1	HADL132 – 1	Year	5	15	R 6 600.00
	Compulsory	Animation 1	HANM123 – 1	Year	5	50	R 22 000.00
	Compulsory	Art/Drawing 1	HART123 – 1	Year	5	22	R 9 680.00
	Compulsory	Creativity 1	HCRT123 – 1	Semester	5	15	R 6 600.00
	Compulsory	Photography	HPHT120 – 1	Semester	5	15	R 6 600.00
		Compulsory	Computer Skills (MS Excel, MS PowerPoint, MS Windows, MS Word)	HMEX133 – 1 HMPP133 – 1 HMSW133 – 1 HMWD133 – 1	Semester Semester Semester Semester	4	DP (5)
Graphic Design 1 <sup>st</sup> level elective	Compulsory	Academic Literacy 1	HADL132 – 1	Year	5	15	R 6 600.00
	Compulsory	Advertising 1	HADV133 – 1	Semester	5	12	R 5 280.00
	Compulsory	Creativity	HCRT123 – 1	Semester	5	15	R 6 600.00
	Compulsory	Graphic Design Practice 1	HGPA123 – 1	Year	5	40	R 17 600.00
	Compulsory	Graphic Design Process 1	HGPO123 – 1	Year	5	20	R 8 800.00
	Compulsory	Photography	HPHT120 – 1	Semester	5	15	R 6 600.00
		Compulsory	Computer Skills (MS Excel, MS PowerPoint, MS Windows, MS Word)	HMEX133 – 1 HMPP133 – 1 HMSW133 – 1 HMWD133 – 1	Semester Semester Semester Semester	4	DP (5)
<b>Total Credits – Year 1: 117 +DP (5)</b>							

## Curriculum – Year 2

Stream	Compulsory / Elective	Subject	Code	Semester / Year	NQF Level	Credits	2020 Fees
Media 2 <sup>nd</sup> level elective	Compulsory	Academic Literacy 2	HADL220 – 1	Year	5	15	R 6 600.00
	Compulsory	Design Thinking	HDTH130 – 1	Semester	5	10	R 4 400.00
	Compulsory	Media in a Digital Age	HMDA230 – 1	Semester	6	20	R 8 800.00
	Compulsory Choose 2 electives	Advertising 2	HADV223 – 1	Year	5	40	R 17 600.00
		Journalism 2	HJRN223 – 1	Year	5	40	R 17 600.00
		Digital Marketing 2	HDMR220 – 1	Year	5	40	R 17 600.00
Public Relations 2		HPRL223 – 1	Year	5	40	R 17 600.00	
Radio 2 <sup>nd</sup> level elective	Compulsory	Academic Literacy 2	HADL220 – 1	Year	5	15	R 6 600.00
	Compulsory	Design Thinking	HDTH130 – 1	Semester	5	10	R 4 400.00
	Compulsory	Radio 2	HRAD223 – 1	Year	5	40	R 17 600.00
	Compulsory	Sound Engineering	HSDE123 – 1	Year	5	20	R 8 800.00
	Compulsory Choose 1 elective	Advertising 2	HADV223 – 1	Year	5	40	R 17 600.00
		Journalism 2	HJRN223 – 1	Year	5	40	R 17 600.00
		Digital Marketing 2	HDMR220 – 1	Year	5	40	R 17 600.00
		Public Relations 2	HPRL223 – 1	Year	5	40	R 17 600.00
		Television 2	HTLV223 – 1	Year	5	40	R 17 600.00
Television 2 <sup>nd</sup> year elective	Compulsory	Academic Literacy 2	HADL220 – 1	Year	5	15	R 6 600.00
	Compulsory	Design Thinking	HDTH130 – 1	Semester	5	10	R 4 400.00
	Compulsory	Television 2	HTLV223 – 1	Year	5	40	R 17 600.00
	Compulsory	Sound Engineering	HSDE123 – 1	Year	5	20	R 8 800.00
	Compulsory Choose 1 elective	Advertising 2	HADV223 – 1	Year	5	40	R 17 600.00
		Journalism 2	HJRN223 – 1	Year	5	40	R 17 600.00
		Digital Marketing 2	HDMR220 – 1	Year	5	40	R 17 600.00
		Public Relations 2	HPRL223 – 1	Year	5	40	R 17 600.00
		Radio 2	HRAD223 – 1	Year	5	40	R 17 600.00
Animation 2 <sup>nd</sup> level elective	Compulsory	Academic Literacy 2	HADL220 – 1	Year	5	15	R 6 600.00
	Compulsory	Design Thinking	HDTH130 – 1	Semester	5	10	R 4 400.00
	Compulsory	Animation 2	HANM223 – 1	Year	5	50	R 22 000.00
	Compulsory	Art/Drawing 2	HART223 – 1	Year	5	30	R 13 200.00
	Compulsory	Sound Engineering	HSDE123 – 1	Year	5	20	R 8 800.00
Graphic Design 2 <sup>nd</sup> level elective	Compulsory	Academic Literacy 2	HADL220 – 1	Year	5	15	R 6 600.00
	Compulsory	Design Thinking	HDTH130 – 1	Semester	5	10	R 4 400.00
	Compulsory	Advertising 2	HADV223 – 1	Year	5	40	R 17 600.00
	Compulsory	Graphic Design Practice 2	HGRD223 – 1	Year	5	45	R 19 800.00
	Compulsory	Graphic Design Process 2	HDPO223 – 1	Year	5	15	R 6 600.00
<b>Total Credits – Year 2: 125</b>							

## Curriculum – Year 3

Stream	Compulsory / Elective	Subject	Code	Semester / Year	NQF Level	Credits	2020 Fees
Media Elective	Compulsory	Entrepreneurship	HENT323 – 1	Year	6	20	R 8 800.00
	Compulsory	Experiential Learning	HEXL320 – 1	Semester	6	20	R 8 800.00
	Compulsory	Media Law	HMDL233 – 1	Semester	6	12	R 5 280.00
	Compulsory Choose 1 elective major	Advertising 3	HADV323 – 1	Year	6	80	R 35 200.00
		Journalism 3	HJRN323 – 1	Year	6	80	R 35 200.00
		Digital Marketing 3	HDMR320 – 1	Year	6	80	R 35 200.00
		Public Relations 3	HPRL323 – 1	Year	6	80	R 35 200.00
		Radio 3	HRAD323 – 1	Year	6	80	R 35 200.00
Television 3	HTLV323 – 1	Year	6	80	R 35 200.00		
Animation Elective	Compulsory	Animation 3	HANM323 – 1	Year	6	40	R 17 600.00
	Compulsory	Art/Drawing 3	HART323 – 1	Year	6	40	R 17 600.00
	Compulsory	Entrepreneurship	HENT323 – 1	Year	6	20	R 8 800.00
	Compulsory	Experiential Learning	HEXL320 – 1	Semester	6	20	R 8 800.00
	Compulsory	Media Law	HMDL233 – 1	Semester	6	12	R 5 280.00
Graphic Design Elective	Compulsory	Entrepreneurship	HENT323 – 1	Year	6	20	R 8 800.00
	Compulsory	Experiential Learning	HEXL320 – 1	Semester	6	20	R 8 800.00
	Compulsory	Graphic Design Practice 3	HGPA323 – 1	Year	6	55	R 24 200.00
	Compulsory	Graphic Design Process 3	HGPO323 – 1	Year	6	25	R 11 000.00
	Compulsory	Media Law	HMDL233 – 1	Semester	6	12	R 5 280.00
<b>Total Credits – Year 3: 132</b>							
<b>TOTAL CREDIT: 374 + 5 DUE PERFORMANCE</b>							

### How many subjects can I take each semester?

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

- **The lectures for Semester 2 commence on the 20<sup>th</sup> of July 2020.**

### **What do I require to Pass a Subject?**

Students will need an aggregate mark of fifty percent (50%) to pass a subject. 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.

### **Where do I complete my Assessments?**

All students must complete their assessments at the campus where they are registered.

### **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) Levels 6 and 7 qualifications. Graduates may proceed to Advanced Diplomas or Bachelor's degrees in a variety of disciplines at public universities, private or foreign 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 Business Administration in Media Operations Management* or 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 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's 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 foreign 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?**

Applications for admission to study at Boston Media House are entirely online. Visit the website [www.boston.co.za](http://www.boston.co.za) and follow the links provided. Complete the online 'Application for Admission 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 applications for Semester 2 is 15<sup>th</sup> of July 2020.**

### **What do I do if I am accepted?**

When you are accepted you will be required to register. In order to register you will need to complete the 'Registration Contract' and pay the registration fee and first instalment or deposit. Once you have paid and completed the Registration Contract you can return the contract and proof of payment to the campus where you wish to register.

- **The closing date for registrations for Semester 2 is 17<sup>th</sup> of July 2020.**

**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 at Head Office.

**Campus Details**

Sandton (Head Office):        137 Eleventh Street, Parkmore, Sandton  
Tel: (0)11 883 0933

Pretoria Arcadia:            716 Francis Baard Street (old Schoeman Street)  
Tel: (0)12 343 1731

Durban:                        331 Anton Lembede Street (Smith Street)  
Tel: (0)31 301 7469

**Website: [www.boston.co.za](http://www.boston.co.za)**

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