Digital Marketing Management

Certificate in Digital Marketing Level 4
Diploma in Digital Marketing Level 5
Diploma in Digital Marketing Management Level 6
Bachelor of Technology in Digital Marketing Management

Qualifications Guide

First Teaching from January 2021
First Certification from 2022
Your Digital Marketing Management Levels 4 to 7 Qualifications

The National Institute of Technology (NIT) programs are increasingly emerging as valued, respected and effective applied learning brand, engaging students in practical, interpersonal and thinking skills.

The National Institute of Technology (NIT) programs are work-related qualifications for students taking their first steps into employment or those already in employment and seeking career development opportunities. The National Institute of Technology (NIT) programs provide progression into the workplace either directly or via study at any higher education institution or university and are also designed to meet employer’s needs. The National Institute of Technology (NIT) programs are therefore widely recognized by industry and higher education as the principal technical professional qualifications starting from Levels 4.

A word to Prospective Students

The new NIT programs are all very demanding, as you would expect of an innovative, dynamic, futurist and respected applied higher education institution. You will have to complete a range of units, be organized, and take all the assessments (assignments, projects, tests and examinations) that we will set and mark, and keep a portfolio of your assignments as evidences of your work. We are confident that after a great deal of time, efforts and all other resources you will be expected to put into your studies, you can feel proud to achieve the qualifications which are up to date with current professional practice.

Good luck, and we hope you enjoy your course.

Higher Technical and Professional courses developed collaboratively with subject experts

With input from industry, employers, professional bodies, lecturers, students, and higher education institutions, your NIT programs have been designed to better meet the needs of a changing market and to develop skills for future of the world of work. The result is a qualification suite that is designed and developed to meet professional standards, recognized by employers and universities, which develops not only work-readiness skills but abilities, bringing challenge without limits.

The objectives of the development of the NIT higher Technical and Professional programs have been to ensure:

- Employer engagement;
- Work relatedness;
- Opportunities for progression to further higher education;
- Alignment with the industry and higher education expectations; and
- Qualifications which are up to date with current professional practice.

Why the NIT Course Programs are unique

At NIT, we know how important it is for career ambitious people to get the right education in order to start and further develop their careers. The NIT’s Higher Technical and Professional programs are designed to help students secure the knowledge skills and behaviors needed to succeed in the current and future workplaces. With today’s industry and employers demanding so much more than just a qualification to contain the effects of global competition and to attain a competitive edge, here are the main six (6) reasons why you must choose to study at NIT:

1) Work Readiness
NIT courses will give you real hands on experience in pursuing your education. It is what is called learning by doing or action learning. Based on a 70% practical (action learning, action research, projects, reflective thinking, critical thinking, etc.) and 30% theory teaching and learning and assessments methodologies, all the NIT students become work ready (prepared) during their first year of study and graduate with strong work ethics, analytical, problem solving, communication and entrepreneurial skills which are the major factors that employers are looking for in their new recruits.

2) Employability
NIT’s courses prepare students for employment and self-employment. The NIT courses develop a student’s employability skills as they offer the experience of real-life practical tasks and work placements. NIT’s courses are generally well-regarded by employers as the courses enable students to develop useful hands-on skills in respective fields of study and in critical areas such as problem solving, time management, entrepreneurial, communication, work behavior, visionary and focus mindedness, team work, and project planning, execution to evaluation.

3) Relevant
NIT courses are designed and developed with the help of the employers, industrial experts, professional bodies, higher education experts and lecturers. NIT qualifications provide students with industry-specific knowledge, skills and competencies which make graduates’ work outputs to be relevant to their employers’ missions, visions and goals.

4) Practical Teaching and Assessments
The NIT’s 7 principles of teaching and learning through which integrate learnt theory and gained knowledge into applied and action learning methods develop employability and practical skills required by the current and future market. All the NIT programs are assessed through objective and rigor-based assignments and projects for which origination is examined through the Turnitin to prevent plagiarism. The outcome of these assignments must be in an implementable practical and quality standard.

5) Career Progression
Employers value NIT’s qualifications as the courses are industry-centered and directed. In other words, unlike academic programs, the NIT courses give students the industry-specific knowledge and skills which makes them readily employable. This, combined with the problem solving, time management, entrepreneurial, communication, work behavior, visionary and focus mindedness, team work, and project planning skills they gained throughout their learning process give the NIT graduates a strong competitive edge to progress in senior job positions and to further pursue their postgraduate professional degrees such as Masters of Technical and Professional Doctorate Degree programs at various reputable higher education institutions/universities.

6) Reputation and Prestige
- The industry relevance, practicality, career specific and quality of the NIT qualification will make you to stand out and visibly be seen and noticed in a cloud of many academically qualified graduates.
- As more employers expect their new employees to have relevant practical skills and competencies than costly academic knowledge, NIT makes your CV and profile standout.
- NIT is known for stringent quality standards which govern the provision of its higher vocational, technical and professional courses. NIT is also known for its practical, relevance and Industry driven courses.
- The above values, compounded with the work ethics, entrepreneurial and problem-solving skills you will learn and practice while studying at NIT will grant you the respect, reputation and prestige within the industry sector you will work.
The NIT Qualifications in Digital Marketing Management are made of:
- A mixture of unique specialist integrated range of units, qualifications sizes, each with a clear purpose, so there is something to suit each student’s choice of study programme and progression plans.
- Refreshed content that fully supports self-employment (entrepreneurship) and is closely aligned with employers’ and higher education needs for a skilled future workforce.
- A combination of assignments and projects assessments methods are used to help students to gain and retain knowledge and skills as they progress to the next stage.

The NIT programs are applied in nature hence at your completion of the program, you will:
- Be empowered with the following critical but yet very uncommon skills in the modern humanity:
  - Cognitive and problem-solving skills: critical thinking, approaching non-routine problems by applying expert and creative solutions, use of systems and digital technology, generating and communicating ideas creatively.
  - Intrapersonal skills: self-management, adaptability and resilience, self-monitoring and self-development, self-analysis and reflection, planning and prioritizing.
  - Interpersonal skills: effective communication and articulation of information, working collaboratively, negotiating and influencing, self-presentation.
- Gain technical-related education and training which is essential if you are intending to work, or already work in the entry levels or operations role within the Digital Marketing industry.
- Have an opportunity to the job market needed qualification in Digital Marketing and progress either into employment or progress to do further studies.
- Develop your own personal growth and engagement in learning through the development of Personal, Learning and Thinking Skills (PLTS).
- Have your existing skills recognized.

<table>
<thead>
<tr>
<th>Code No</th>
<th>Unit Title</th>
<th>NQF</th>
<th>TNL</th>
<th>Credits</th>
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<tbody>
<tr>
<td>1DIM101</td>
<td>Digital Fundamentals</td>
<td>4</td>
<td>100</td>
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</tr>
<tr>
<td>1DIM102</td>
<td>Digital Marketing</td>
<td>4</td>
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</tr>
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<td>1DIM103</td>
<td>Marketing Practices</td>
<td>4</td>
<td>100</td>
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</tr>
<tr>
<td>1DIM104</td>
<td>Digital Marketing and the Marketing Mix</td>
<td>4</td>
<td>100</td>
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<td>1DIM105</td>
<td>Customer Service for Digital Marketing</td>
<td>4</td>
<td>80</td>
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<td>1DIM106</td>
<td>The Essentials of Digital Marketing</td>
<td>4</td>
<td>100</td>
<td>10</td>
</tr>
<tr>
<td>1DIM107</td>
<td>Introduction to Business Environment</td>
<td>4</td>
<td>80</td>
<td>8</td>
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<td>1DIM108</td>
<td>Digital Imaging Software</td>
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<td>1STU101</td>
<td>Applied Business Communication and Technology</td>
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<tr>
<td>1STU102</td>
<td>Principles of Entrepreneurship</td>
<td>4</td>
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<td>1STU103</td>
<td>Applied Fundamentals of Statistical Methods</td>
<td>4</td>
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<tr>
<td>1STU104</td>
<td>Legal and Ethical Context of Practice</td>
<td>4</td>
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Total TNL and Credits: 1,160 and 116

Admission Requirements

The Certificate in Digital Marketing has been designed on the assumption that it is available, without artificial barriers which restrict access and progression, to everyone who can achieve the required standard. However, applicants who meet any one of the following will be prioritized as they are likely to benefit more readily from the programme:

The entry to this qualification shall be based on:
- (A) NTA Level 3 Certificate in any related field of study.
- (B) Grade 12 with minimum of 20 points in 6 subjects with F or better symbol in English, twenty-five (25) points in NSSCO (grade 11) /NSSCAS (grade 12) in five (5) subjects with a D or better symbol in English. English shall be part of the five (5) subjects.
- (C) Grade 10 with minimum of 25 points in 6 subjects with E or better symbol in English.
- (D) Provide a third party recommendation letter from Municipal Authorities under which their businesses operate.
- (E) Provide acceptable reference from the employer Self-employed applicants must provide recommendation letter from Municipal Authorities under which their businesses operate.

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<td>1STU101</td>
<td>Applied Business Communication and Technology</td>
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<tr>
<td>1STU102</td>
<td>Principles of Entrepreneurship</td>
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<tr>
<td>1STU103</td>
<td>Applied Fundamentals of Statistical Methods</td>
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<tr>
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<td>Legal and Ethical Context of Practice</td>
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Specialized course unit for the development of Unique Skills and Teaching and Learning Resources

### Diploma in Digital Marketing (Level 5)

<table>
<thead>
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<th>Unit Title</th>
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<tr>
<td>1DIM01</td>
<td>Applied Digital Marketing Techniques</td>
<td>5</td>
<td>120</td>
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<tr>
<td>1DIM02</td>
<td>Planning Digital Marketing Campaigns</td>
<td>5</td>
<td>120</td>
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<td>1DIM03</td>
<td>Customer Communications</td>
<td>5</td>
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<tr>
<td>1DIM04</td>
<td>Exploring Business</td>
<td>5</td>
<td>100</td>
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<td>1DIM05</td>
<td>Online Customer Experience</td>
<td>5</td>
<td>100</td>
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<tr>
<td>1DIM06</td>
<td>Digital Information, Media, Channels and Devices</td>
<td>5</td>
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<td>1DIM07</td>
<td>Applied Digital Marketing</td>
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<td>1STU201</td>
<td>Entrepreneurship and Business Development</td>
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<td>1STU202</td>
<td>Applied Statistics for Decision Making</td>
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<td>1STU203</td>
<td>Project Management</td>
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<td>1STU204</td>
<td>Employability and Professional Work Etiquettes</td>
<td>5</td>
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<td>1STU205</td>
<td>Specialized Digital Marketing Industry related Project</td>
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**Total TNLT and Credits**: 1,420 142

### Bachelor of Technology in Digital Marketing Management (Level 7)

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<td>Digital Marketing Strategy</td>
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<td>1DIM402</td>
<td>Digital Marketing Innovation</td>
<td>7</td>
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<tr>
<td>1DIM403</td>
<td>Digital Marketing Collaborative Technologies</td>
<td>7</td>
<td>120</td>
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<tr>
<td>1DIM404</td>
<td>Digital Marketing Metrics and Analytics</td>
<td>7</td>
<td>120</td>
<td>12</td>
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<tr>
<td>1DIM405</td>
<td>Content Management System and Website Creation</td>
<td>7</td>
<td>120</td>
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<tr>
<td>1DIM406</td>
<td>Entrepreneurship and Business Management</td>
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<tr>
<td>1DIM407</td>
<td>Innovation in Marketing</td>
<td>7</td>
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<tr>
<td>1DIM408</td>
<td>Statistics for Management</td>
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<td>1STU401</td>
<td>Corporate Finance</td>
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<td>1STU402</td>
<td>Corporate Strategy and Planning</td>
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<tr>
<td>1STU403</td>
<td>Digital Marketing Action Project</td>
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<tr>
<td>1STU404</td>
<td>Professional Practice</td>
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**Total TNLT and Credits**: 1,780 178

### Diplomas in Digital Marketing Management (Level 6)

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<th>Credits</th>
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<td>1DIM301</td>
<td>Marketing and Digital Strategy</td>
<td>6</td>
<td>120</td>
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<td>1DIM302</td>
<td>Digital Optimization</td>
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<td>120</td>
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<tr>
<td>1DIM303</td>
<td>Retention Digital Marketing</td>
<td>6</td>
<td>100</td>
<td>10</td>
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<tr>
<td>1DIM304</td>
<td>Delivering e-commerce solutions</td>
<td>6</td>
<td>120</td>
<td>12</td>
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<tr>
<td>1DIM305</td>
<td>Digital Marketing Analytics</td>
<td>6</td>
<td>120</td>
<td>12</td>
</tr>
<tr>
<td>1DIM306</td>
<td>Critical and Creative Thinking Skills</td>
<td>6</td>
<td>100</td>
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<tr>
<td>1DIM307</td>
<td>Challenges and Legal &amp; Ethical Considerations in Digital Marketing</td>
<td>6</td>
<td>80</td>
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<td>1STU301</td>
<td>Ethics, Corporate Government and Business Law</td>
<td>6</td>
<td>120</td>
<td>12</td>
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<tr>
<td>1STU302</td>
<td>Applied Entrepreneurship and Intrapreneurship</td>
<td>6</td>
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<td>1STU303</td>
<td>Customer Relationship Management</td>
<td>6</td>
<td>100</td>
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<tr>
<td>1STU304</td>
<td>Action Research Methodology</td>
<td>6</td>
<td>120</td>
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<tr>
<td>1STU305</td>
<td>Specialized Digital Marketing Industry related Work Experience</td>
<td>6</td>
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**Total TNLT and Credits**: 1,500 150

### Admission Requirements

**Diploma in Digital Marketing (Level 5)**

Applicants must meet any of the following requirements:

The entry to this qualification shall be based on: NIT’s minimum General Admission Requirements. Specifically, progressing applicants must have passed a minimum of 80% of the Diploma in Digital Marketing (Level 5) units/modules or an accredited equivalent qualification from other higher education institutions at NQF level 4 with total credit value as required by the NIT policy/regulation.

**Diploma in Digital Marketing Management (Level 6)**

Applicants must meet any of the following requirements:

The entry to this qualification shall be based on: NIT’s minimum General Admission Requirements. Specifically, progressing applicants must have passed a minimum of 80% of the Diploma in Digital Marketing (Level 6) units/modules or an accredited equivalent qualification from other higher education institutions at NQF level 5 with total credit value as required by the NIT policy/regulation.

**Bachelor of Technology in Digital Marketing Management (Level 7)**

Applicants must meet any of the following requirements:

The entry to this qualification shall be based on: NIT’s minimum General Admission Requirements. Specifically, progressing applicants must have passed a minimum of 80% of the Diploma in Digital Marketing (Level 7) units/modules or an accredited equivalent qualification from other higher education institutions at NQF level 6 with total credit value as required by the NIT policy/regulation.

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Teaching and Learning Resources

We have a wealth of teaching and learning resources and support to ensure that tutors and students have the best possible experience during their course. In addition to our Resources Centre, Min Engineering Laboratory, Computer Laboratory and a wealth of study manuals and books which students and lecturers can easily access from our e-Library, we have an understanding with the Engineering Lab, Namibia University of Technology (NUST) for NIT Engineering and IT students to use their facilities.
Certificate in Digital Marketing (Level 4)

**Progression Rules**
Upon successful completion of all the units or 80% of the units of the Certificate in Digital Marketing (Level 4), students can progress to the Diploma in Digital Marketing (Level 5). No students will, however, be allowed to graduate with Diploma in Digital Marketing (Level 5) without first completing the outstanding units at that level. No direct progression will be allowed from Certificate in Digital Marketing (Level 4) to Diploma in Digital Marketing Management (Level 6).

**Articulation Rules**
The credit transfers from other programs offered by other institutions will be dealt with according to NIT rules and regulations on Recognition of Prior Learning. Provided that an applicant has qualification which is verified and/or accredited by NQA to be at same level with same credits values, contents and outcomes, course by course credits as well as credit transfer by volume under certain conditions may be granted. Maximum credits that can be granted from none technical and professional programs are 15% of the credits for a qualification. Maximum credits that can be granted from the technical and professional programs of similar level, credits values, content, and other standards with those of NIT are 50% of the credits for a qualification.

Diploma in Digital Marketing Management (Level 6)

**Progression Rules**
Upon successful completion of all the units or 80% of the units of the Diploma in Digital Marketing Management (Level 6), students can progress to the Bachelor of Technology in Digital Marketing Management (Level 7). No students will, however, be allowed to graduate with Diploma in Digital Marketing Management (Level 6) without first completing the outstanding units at that level.

**Articulation Rules**
The credit transfers from other programs offered by other institutions will be dealt with according to NIT rules and regulations on Recognition of Prior Learning. Provided that an applicant has qualification which is verified and/or accredited by NQA to be at same level with same credits values, contents and outcomes, course by course credits as well as credit transfer by volume under certain conditions may be granted. Maximum credits that can be granted from none technical and professional programs are 15% of the credits for a qualification. Maximum credits that can be granted from the technical and professional programs of similar level, credits values, content, and other standards with those of NIT are 50% of the credits for a qualification.

Diploma in Digital Marketing (Level 5)

**Progression Rules**
Upon successful completion of all the units or 80% of the units of the Diploma in Digital Marketing (Level 5), students can progress to the Diploma in Digital Marketing Management (Level 6). No students will, however, be allowed to graduate with Diploma in Digital Marketing (Level 5) without first completing the outstanding units at that level. No direct progression will be allowed from Diploma in Digital Marketing (Level 5) to the Bachelor of Technology in Digital Marketing Management (Level 7).

**Articulation Rules**
The credit transfers from other programs offered by other institutions will be dealt with according to NIT rules and regulations on Recognition of Prior Learning. Provided that an applicant has qualification which is verified and/or accredited by NQA to be at same level with same credits values, contents and outcomes, course by course credits as well as credit transfer by volume under certain conditions may be granted. Maximum credits that can be granted from none technical and professional programs are 15% of the credits for a qualification. Maximum credits that can be granted from the technical and professional programs of similar level, credits values, content, and other standards with those of NIT are 50% of the credits for a qualification.

Bachelor of Technology in Digital Marketing Management (Level 7)

**Progression Rules**
Upon successful completion of all the units or 80% of the units of the Bachelor of Technology in Digital Marketing Management (Level 7), students can progress to other Intuitions of higher learning to complete level 8. No students will, however, be allowed to graduate with Bachelor of Technology in Digital Marketing Management (Level 7) without first completing the outstanding units at that level.

**Articulation Rules**
Course articulation is the process by which one institution matches its courses or requirements to course work completed at another institution. Students use course articulation for assurance that the completed courses are not repeated at the institution to which they are transferring.

Holders of Bachelor of Technology in Digital Marketing Management (Level 7) can also apply and be admitted on similar programs offered by various Higher Education Institutions in Europe, Asia and USA through the NIT franchise arrangement with CIM.
Teaching and Learning Methods and Assessments Strategies

Mode of Delivery
Our modes of delivery/study are flexible to suit time schedules of every one. These are:
- Full-Time
- Part-Time (Evening)
- Distance
- Online/E-learning
- Blended (Mixture with E-Learning, Distance and Weekend Tutorials) learning.

When does each Semester (Intake) Start
The following are two (2) annual teaching and learning intakes for students to register to study on this program at NIT:
- February – June
- July – November

Applications must be made in-time to avoid late registration fees and to be disappointed if spaces are allocated to earlier applicants.

Teaching and Learning Methods
The NIT tutors/lecturers are equipped with various traditional teaching methods which are all used to create and develop Vibrant, Skilled, Competent and Work-prepared Entrepreneurial Technicians, Technologists and Professionals. The teaching and learning practices involve 70% practical and 30% theory methodologies by applying a wide range of following action learning techniques:
- Lectures/Instructor-led Teaching Methods
- Workshops/ Practical (hands-on) Demonstration
- Tutorials/ Action Learning Set
- Work-based Learning: Work Experience, Professional Practice, Job Attachments, Volunteer Work
- Invited Industry Guest Lecturers/Tutors
- Experimental Learning
- Online: Virtual Learning Environment (VLE)
- Blended learning

Assessments Strategies
The NIT programs are assessed using a combination of:
- a. Informal Assessments
- b. Formal Assessments

Informal assessments are conducted by lecturers on each covered component of the unit outcome to weigh knowledge created into his/her students in order that necessary teaching practices adjustments can be made as appropriate.

Formal Assessments are further classified into two parts:
1. Formal Continuous Assessments which comprise of:
   a) Major Test
   b) An Integrated Project
2. Formal Final Assessments which comprise of:
   a) Major Examination
   b) Unit Assignments

Assessments Rules

Formal Continuous Assessments
- In order to pass any assessment, student must achieve a pass mark of 60% or more.
- A student who fails to attain a mark of 60% in the main test will be allowed to take a supplementary test on the official set Assessments (Tests) Dates.
- A student who fails to attain a mark of 60% in the integrated project will be given resubmission opportunity within two (2) weeks from the date of the official release of continuous assessments results.
- Students wishing to take supplementary test or to resubmit the integrated project must complete a formal application within one week from the date of official release of results.

Formal Final Assessments
- Each module is assessed through a practical based assignment.
- The assignment brief is issued to each student at the start of the module and the final work with evidences which must support their work and present them to the Assessments Committee In order to pass any test, the student must achieve a pass mark of 60% or more.
- A student who fails to attain a mark of 60% in any examination will be allowed to take a supplementary examination on the official set Assessments (examinations) Dates.
- A student who fails to attain a mark of 60% in the integrated assignment will be given re-submission opportunity within three (3) weeks from the date of the official release of final assessments results.
- Students wishing to take supplementary examination or to resubmit the assignment must complete a formal application within one week from the date of official release of results.

Withdrawal/Cancellation
Any cancellations/withdraw or refunds are executed in accordance with the institutional policies. For more details, refer to the Students Registration Agreement and the Withdrawal Policy.
Frequent Asked Questions (FAQs)

How will I be assessed?
- You will be expected to take continuous assessments and final assessment.
- Continuous Assessments comprise of one Test and an Integrated Project. A test contributes 30% to the overall average semester mark. The integrated project contributes 70% to the overall semester mark.
- The passing rate per assessment is 60%.
- You will not qualify for final examinations if you get 59% or less in the Semester assessment.
- Main Final Assessments comprise of an examinations and an assignment per each unit. An examination contributes 30% to the overall average semester mark. Assignment contributes 70% to the overall final mark.

What is the duration of each qualifications level?
Each qualification level is taken over a two semester period which run from February to June and July to November each year.

Does NIT assist international students to apply for Study Permits?
Yes, our Students Affairs Department is responsible for assisting international students who wish to study at NIT provided that study permit applicants have all requirement as stipulated and required by the Namibian Immigration Control Act, Act No 7 of 1993.

Where can I find more information about my studies, attendance of teaching and learning sessions, assessments, etc.?
Please make use of the Qualification Specifcation, Students Rules and Regulations, Students Notices and feel free to contact your Campus Call Centre and Administration or the Students Affairs in the Office of the Registrar.

Is job attachment mandatory for all the qualifications?
No, job attachment or Professional practice is only mandatory for Levels 6 and 7. However, it is expected that students doing levels 4 and 5 must have good exposure to work places.

Are there any organizations which provide financial support to NIT students?
Yes, there various Namibian and International organizations which sponsor the NIT students while some get financial support from their employers and Namibia Students Financial Assistant Fund (NSFAF). These include Bank of Namibia, Social Security Commission, GIPF, Telecom Namibia, MTC, Ministries, and many others.

Can I pay my tuition fees in instalments?
- Yes, Namibian students may pay 20% upfront deposit together with application/registration fee. 80% balance if paid in equal instalments over a period of eight (8) months.
- There are no instalments payments for international students. 100% upfront payment of tuition fees is required prior to commencement of studies.
- All payments must be deposited in NIT’s bank account. You must always use your Student Number as reference when making payment.
- No payment must be made in cash as NIT does not receive cash payments.
CONTACT DETAILS

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WINDHOEK CAMPUS

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WEBSITES

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