

Is BBA the new Bcom??

If one is looking to infiltrate the business sphere?

Considering one degree doesn't seem to be enough these days I'm thinking of starting a BBA, for two reasons: 1. I enjoy business strategy and 2. It seems to me to have a higher earning potential than my existing degree. To cut a long convoluted story short, I hold a Bachelors in Media and Comm and I'm completing a Post Grad Dip in Marketing Management through Unisa, coupled with 2 years industry experience. Now that the glitz and glammer of the media industry has worn off, (largely due to the pitiful salaries offered to us 'creatives') I'm keen on starting a BBA.

My question now is which institution (Unisa, Vega, IMM, or other) does the industry hold the highest regard for? (Where industry comprises Media, Marketing and Communications as a whole.)

Any ideas or thoughts will be appreciated as there are many of us young professionals in industry who welcome the insights of practiced gurus.

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