

The focus of this module is therefore on the emergence of the consumer society and stakeholder-driven environment in which consumerism and consumption dominate, and stakeholders dictate. Within this context an overview of the trends within channel and context planning as well as alternative brand contact and the opportunities available are covered.

TOTAL DURATION: 18 months part-time (studied over 3 semesters).
Commencing July 2010.

DATES AND SCHEDULE: Classes twice/three times per week from 17h30 – 20h30

*This programme has been submitted and is subject to the approval of the Department of Education, the Council on Higher Education and the South African Qualifications Authority.

PLEASE CONTACT THE FOLLOWING VEGA ORBIT NAVIGATOR IN YOUR REGION FOR FURTHER INFORMATION

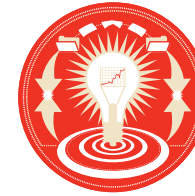
JHB: Irene or Promise on 011 521 4600 or email igregory@vegaschool.com or promise@vegaschool.com

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CONTINUED
PROFESSIONAL
DEVELOPMENT UNIT



ADVANCED DIPLOMA IN BRAND INNOVATION*

DESCRIPTION

Remaining ahead of the competition in an environment that continually shifts, changes and is becoming increasingly complex is a great challenge for all brands. To be successful in this environment is going to take a new way of thinking.

Innovation has become the lifeblood of every brand. As brand builders we are expected to be thought leaders and therefore always at the forefront of new thinking. The only way we are able to continually find the newest, freshest, most original ideas to build brands effectively is to develop our ability to think in a more open, flexible, borderless and 'whole-brain' way. In addition, our ability to source and use information about our environment and our consumers intelligently, and our knowledge of current technology available to us becomes more and more crucial.

The Advanced Diploma in Brand Innovation is focused on developing innovative thinking as the nucleus to all brand activity. This qualification therefore develops innovative thinking processes which will enable students to be thought leaders and will contribute to their holistic brand-building orientation. Furthermore, students will learn how to gain insights from research and innovatively plan brand contacts taking into consideration context and channel to develop sound brand-building solutions.

The learning programme leading to this qualification will also address the changing nature of the brand communications industry and new brand paradigm thinking. It offers a deep and systematic understanding of current thinking, practice, theory and methodology in brand innovation as an area of specialisation.



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WHO SHOULD APPLY?

This part-time programme is aimed at individuals who currently hold positions in brand management, brand communications or marketing and who wish to update themselves with current trends and improve their ability to innovate and think differently within a brand context.

It also addresses the need of individuals who hold a first qualification in a different field and want to make a career change into brand building and innovation. It provides entry-level vocational and professional preparation or specialisation in these fields.

ENTRY CRITERIA

An appropriate Diploma or Bachelor's Degree

PROGRAMME STRUCTURE

MODULE 1: THE PRINCIPLES OF STRATEGIC THINKING

DURATION: 5 months

This module aims to improve the quality of the student's thinking and ability to innovate and strategise in a brand building context. It focuses on new brand paradigm thinking and is based on the concept of strategic holistic thinking. With this module the student is introduced to the definition and theories of strategy. The term strategic conceptual thinking is explored by introducing the student to the nature, forms and elements of logical thinking and argumentation.

This culminates in the core focus of the module which is strategic innovation. The innovation economy, which is bombarded with media clutter, audience fragmentation and message dilution is introduced. Emphasis is placed on the relevance of brand ideas that are distinct and resonate with a changing stakeholder. Furthermore, the module focuses on forward thinking, proactive and strategic innovative thinking and provides an overview of the theoretical and practical elements linked to these areas.

MODULE 2: INTEGRATED BRAND COMMUNICATION MANAGEMENT

DURATION: 5 months

The latest trends in the brand communications industry are crucial context to understand in order to successfully operate within this environment. Students will gain insight into the shifts taking place as well as the components that contribute to Integrated Brand Communications (IBC) and the management thereof. This module introduces the student to the nature of the South African brand communications industry with an overview of the trends at play and an examination of its future. The module offers the student a deep and systematic understanding of current thinking, practice, theory and methodology.

MODULE 3: RESEARCH AND MARKET INTELLIGENCE

DURATION: 10 months

Accessing and using information about markets intelligently is critical to any decision making and successful brand building initiative. The Research and Market Intelligence module introduces the student to the field of research and various research paradigms. This module has a strong focus on the creation of insight and intelligence gained from research results. It also offers the student an overview of the research process, research designs and sources of research information.

An overview of both the quantitative and qualitative research approaches and how these different paradigms can be used for research in different brand contexts as well as the interdependency and the complimentary elements of the two approaches will be highlighted.

MODULE 4: CONTEXT PLANNING AND CHANNEL INNOVATION

DURATION: 5 months

Due to ubiquitous environments in which brands operate the focus can no longer be on a media-biased approach to planning. It has become paramount for brands to plan brand communication based on an in-depth understanding of consumer context and the brand message and the creative "campaign" concept based on an innovative approach to channel planning.