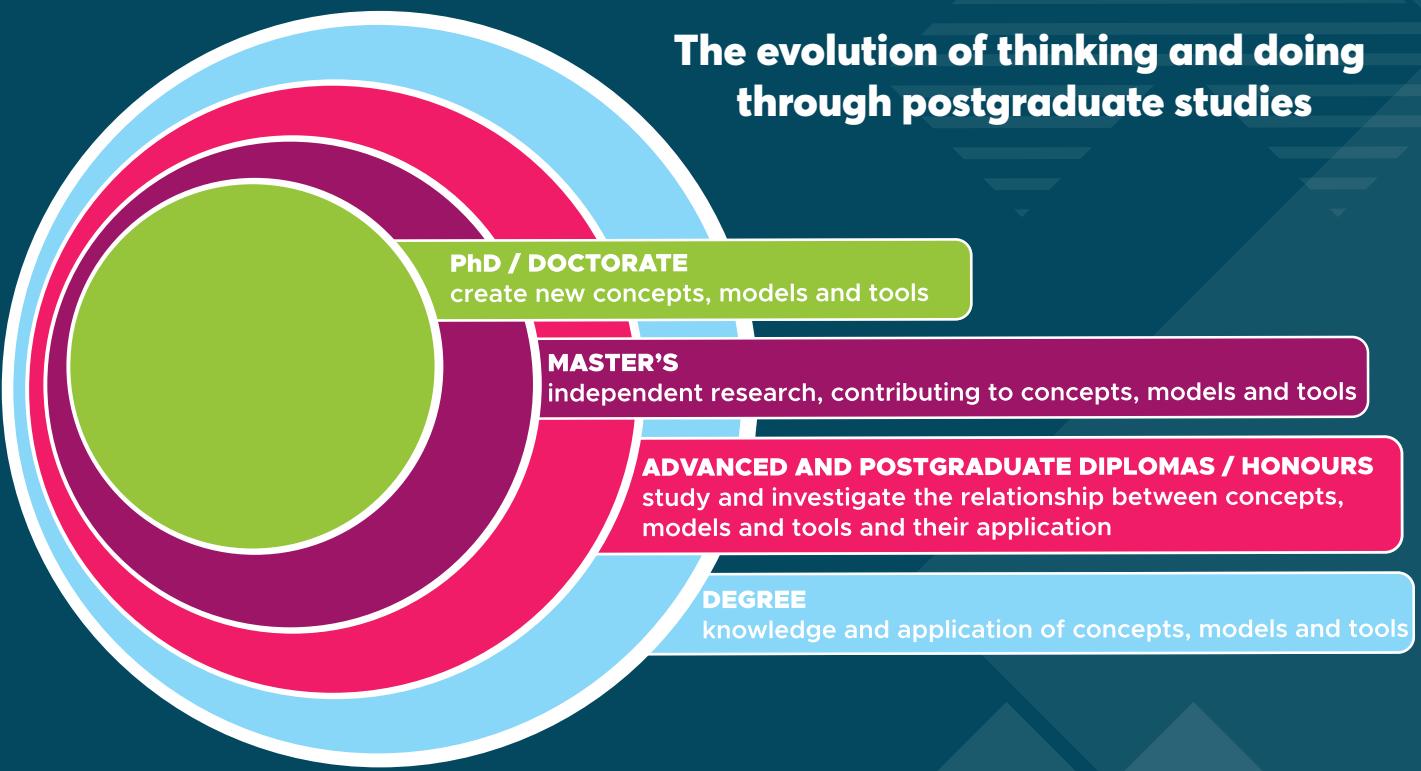


**DON'T
SETTLE**

FOR A PATH THAT ISN'T YOUR OWN. THE EASY WAY. FOR A WHITE-PICKET-ONE-WAY-TICKET. DON'T ASPIRE TO 9-5, WONDER WHETHER YOU'RE ALIVE? ZERO DRIVE. SAY NO TO SAFE OPINIONS. TO COMFORTABLE CONCEPTS. TO "IT'S BEEN DONE" IDEAS. DON'T SETTLE FOR A JOB YOU WANT TO SNOOZE THE ALARM ON. IF IT DOESN'T SET YOUR SOUL ON FIRE, KEEP SEARCHING. DON'T SETTLE FOR SINGLE-MINDED PERSPECTIVES, LINEAR LEARNING OR NARROW POINTS OF VIEW. FOR CONTENT THAT DOESN'T EVOLVE THEORY INTO PRACTICE, AND PRACTISE INTO PERFECT. FOR STRATEGY WITHOUT CREATIVITY OR CREATIVITY WITHOUT STRATEGY. FOR COLOURING INSIDE THE LINES. DON'T SETTLE FOR A QUALIFICATION THAT DOESN'T CONNECT MINDS ACROSS DISCIPLINES. DON'T SETTLE FOR OKAY, GOOD, OR GREAT. FOR THE CAREER ADVICE THAT DIVIDES BUSINESS FROM CREATIVITY. DON'T SETTLE FOR "BUSINESS AS USUAL" OR LEADERS WHO LACK PURPOSE. FOR APATHY OR INDIFFERENCE. DON'T SETTLE FOR PLAYING IT SMALL, PLAYING IT SAFE, PLAYING BY SOMEONE ELSE'S RULES. START A BUSINESS. CLOSE A BUSINESS. START AGAIN. BETTER. BIGGER. MORE OF WHAT YOU WANT, LESS OF WHAT YOU DON'T. DON'T SETTLE FOR BEING A SUPPORTING CHARACTER IN SOMEONE ELSE'S STORY. FOR WAITING YOUR TURN. DON'T SETTLE FOR LIVING A LIFE LESS THAN ONE YOU'RE CAPABLE OF. DON'T SETTLE FOR CEILINGS WHEN THE STARS ARE IN CLEAR SIGHT.



The evolution of thinking and doing through postgraduate studies



PhD / DOCTORATE

create new concepts, models and tools

MASTER'S

independent research, contributing to concepts, models and tools

ADVANCED AND POSTGRADUATE DIPLOMAS / HONOURS

study and investigate the relationship between concepts, models and tools and their application

DEGREE

knowledge and application of concepts, models and tools

POSTGRADUATE STUDIES WITH THE FUTURE IN MIND

To invest time, energy, finances, perhaps putting a promising career on hold, and asking for sacrifices from your close relations - all this must surely add up to considerable reward, or why bother? Small wonder we involve our full circle, our family, friends, lecturers, industry professionals and mentors. These conversations can be invaluable – apart from the support you may get, the questions about your reasons for wanting to further yourself will challenge you. But the clarity and insights that you gain can be of great help to distinguish between productive and potentially counterproductive reasons for pursuing a specific programme. Consider two of the most compelling reasons to pursue postgraduate studies, as well as red-flagging the merits or demerits of their counter-arguments:

Reason #1: passion and engagement

Postgraduate studies allow you to delve deeper and gather more in-depth knowledge within the field. Advanced study develops the required mental agility to synthesise information, to produce compelling arguments, and to analyse and conceive meaningful solutions to challenges. Deep engagement is both fruitful and rewarding, but only if your interest, and perhaps even passion, is genuine. Without this approach to the field, the work is inevitably laborious, tedious and demotivating.

Enrol for the postgraduate programme of your choice when you have no doubts that you are compelled by the complexities and challenges of the field and its relation to the world around you. You may find you naturally incline to the themes and issues of relevance to your field whenever and wherever they appear. It may be current affairs, news about industry projects or even the plot of a TV series. The ideal postgraduate programme should then enable you to involve yourself in your field of choice to the fullest extent while honing your abilities and skills. It should also expose you to unique opportunities to apply advanced thinking to practice, to work on real-life briefs and projects, and ideally participate in transdisciplinary teams.

Reason #2: the network

Do not disregard the value of connections. Lifelong networks comprising of your peers, expert lecturers and industry thought leaders are a major feature of postgraduate studies. This benefit is particularly true for programmes where the faculty or academic staff are active in, and highly regarded for their involvement in industry. Even more so when they navigate outside academia on behalf of their students. Programmes that provide direct contact and open conversations help students to build meaningful relationships with industry practitioners, thought leaders and of course alumni. A postgraduate programme designed with the future in mind will undoubtedly build a network of collaborators who will continue to soundboard and work together on projects, especially as personal goals and careers evolve.

These two motivations are interdependent in many ways. Positioned as a counterargument, why would anyone pursue postgraduate studies in a field you may be lukewarm about, or engage with individuals with little or no common interests? Embarking on this venture would then be a waste of intellect, energy and resources – not only of yourself, but also those of peers, specialist tutors and just about anyone else involved. Here we have the crux of the matter: what sets further education apart? It involves so much more than merely a perceived advance to a job or promotion. Rather, it is a lifelong pursuit of personal growth, developing and strengthening collaborative relationships - and achieving collective changemaking. You should invest yourself in postgraduate studies because the field is of significance to you, and if your contribution matters to you.

Dr Carla Enslin, Vega Co-founder
Head of Postgraduate Studies and Research





NAVIGATORS

Head of Postgraduate Studies and Research

Navigational Scope: Vega's brand strategy, postgraduate offering and research output.

Field of expertise: Brand identity and alignment – research, supervision, consulting, coaching and training.



Dr Carla Enslin

National Research Manager

Navigational Scope: Vega's research community and alliances

Field of expertise: Organisational behaviour, leadership, learning and development, innovation and entrepreneurship, performance improvement, social value add.



Dr Rose Mathafena

Dean: Research and Postgraduate Studies

Navigational Scope: The academic head of postgraduate research responsible for leading, managing and developing the quality of academic delivery on all postgraduate qualifications.

Field of expertise: Knowledge management, digital scholarship management, research curation, education and information technology, information science.



Dr Brenda Van Wyk

National Head: Master's Programmes

Navigational Scope: Master's programme & supervisor management, quality assurance; research culture and alliances.

Field of expertise: Marketing communication, strategic communication, strategic branding, reputational development, research methodology.



Prof Nina Overton

Programme Navigator: Postgraduate Design Programmes

Navigational Scope: Academic manager of honours in interior and graphic design.

Field of expertise: Research methodology, design research, practice-based research and supporting individuals in personal research.



Dr Ria van Zyl

National Head: Honours and Postgraduate Diploma Programmes

Navigational Scope: Academic management of programme offerings.

Field of expertise: Insight-led strategic development and shared value creation.



Michele O'Hara

WHY VEGA?

- We believe design, brand and business can change the world.
- We fully merge our training in strategy, creativity and innovation.
- IIE-Vega graduates creative solution seekers able to take on complex brand challenges in business and society.
- Vega's signature Brand Challenges, Design Projects and Research Studies expose students to real conditions, real professionals, real time.
- IIE-Vega postgraduate students learn to successfully collaborate in diverse teams.
- We have a 21-year legacy of academic excellence and growth - IIE-Vega graduates hit the ground running.

**DXN'T
SETTLE.**

Vega is a brand of SA's leading private education provider,
The Independent Institute of Education (IIE).

IIE QUALIFICATIONS

ADVANCED DIPLOMA IN BRAND INNOVATION

*18 MONTHS PART-TIME ON CAMPUS or
18 MONTHS PART-TIME ONLINE
NQF LEVEL 7 | 120 CREDITS | SAQA ID: 73369*

The IIE Advanced Diploma in Brand Innovation focuses on the development of applied competence in innovative thinking and brand building.

Modules

The Principles of Strategic Thinking
Integrated Brand Communication Management
Research and Market Intelligence
Context Planning and Channel Innovation

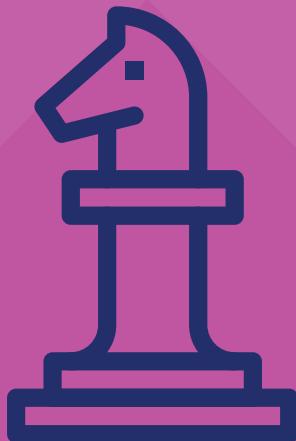
POSTGRADUATE DIPLOMA IN BRAND BUILDING

*1 YEAR FULL-TIME ON CAMPUS or
18 MONTHS PART-TIME ON CAMPUS or
18 MONTHS PART-TIME ONLINE
120 Credits | NQF Level 8 |
SAQA ID: 111309*

Students from various undergraduate fields are introduced to the concepts of brand and brand building, and the importance of brand communication in growing a business. This programme will enable students to enrol for a Master's degree should they wish to continue their studies.

Modules

Principles of Brand Building
Brand and Business
Brand Contact and Communication
Research Methodology



IIE QUALIFICATIONS

BA HONOURS IN STRATEGIC BRAND COMMUNICATION

*1 YEAR FULL-TIME ON CAMPUS or 2 YEARS PART-TIME ON CAMPUS or 2 YEARS PART-TIME ONLINE
NQF LEVEL 8 | 120 CREDITS | SAQA ID: 98012*

The IIE BA Honours in Strategic Brand Communication explores the nature of creative and strategic thinking and the development of innovative and accountable communication strategies for brand building.

Modules

Brand and Brand Building
Brand Communication Strategy and Planning
Channel and Media Planning
Practice of Brand Building
Research

BA HONOURS IN INTERIOR DESIGN

*1 YEAR FULL-TIME ON CAMPUS or
2 YEARS PART-TIME ON CAMPUS
NQF LEVEL 8 | 120 CREDITS | SAQA: 99784*

The IIE Bachelor of Arts Honours in Interior Design expands and deepens the students' research skills; design knowledge and design ability. Students learn to challenge conventional design thinking and develop refined and innovative design methodologies that consider the impact and effectiveness of proposed interior solutions.

Modules

Interior Design Discourse
Interior Solution Design A and B
Research
Interior Design Professional Practice

BCOM HONOURS IN STRATEGIC BRAND MANAGEMENT

*1 YEAR FULL-TIME ON CAMPUS or
2 YEARS PART-TIME ONLINE
NQF LEVEL 8 | 120 CREDITS | SAQA ID: 96079*

This IIE Honours investigates and applies strategic models and tools to the practice of innovative and cost-effective brand management, founded on robust financial and economic principles.

Modules

Brand and Brand Building
Strategic Brand Management and Leadership
Financial, Legal and Economic Aspects
Practice of Brand Building
Research

BA HONOURS IN GRAPHIC DESIGN

*1 YEAR FULL-TIME ON CAMPUS or
2 YEARS PART-TIME ON CAMPUS
NQF LEVEL 8 | 120 CREDITS | SAQA ID: 91721*

The IIE Bachelor of Arts Honours in Graphic Design prepares students for senior positions in industry or own consultancies, as well as for further postgraduate study and research in the field of design.

Modules

Research
Contemporary Design Discourse
Design Management and Strategy
Graphic Solution Design A & B

MASTER OF ARTS IN CREATIVE BRAND LEADERSHIP

2 YEARS PART-TIME ON CAMPUS |
NQF LEVEL 9 | 180 CREDITS | SAQA ID: 90621

The degree is focused on the production of a full research dissertation. Candidates engage with research, critical and strategic thinking, argument development and academic writing at an advanced level.

DOCTOR OF PHILOSOPHY IN BRAND LEADERSHIP

2 YEARS FULL-TIME | 4 YEARS PART-TIME ONLINE
NQF LEVEL 10 | 360 CREDITS | SAQA ID: 110825

The IIE Doctor of Philosophy in Brand Leadership is the first brand-specific doctoral qualification focused on the niche field of Brand Leadership in South Africa. It breaks new ground, both locally and internationally. The unique focus on Brand Leadership addresses a particular social and economic imperative – the need for innovation by brands with shared stakeholder value and values-based leadership to create developmental opportunities for communities, organisations and the environment. Graduates will extend the forefront of the academic discipline and research which aims at achieving an immediate impact on professional and academic practice through the inclusion of unique African perspectives and local knowledge resources.

MASTER OF COMMERCE IN STRATEGIC BRAND LEADERSHIP

2 YEARS PART-TIME ONLINE |
NQF LEVEL 9 | 180 CREDITS | SAQA ID: 111305

The primary purpose of this IIE programme is to provide marketing and business managers and executives with the brand-business leadership competence required to further their careers to senior executive level. The Master's engages students in innovative strategic brand-business leadership for business growth and sustainable future brand-business performance in local-, emerging-and/ or global economies, with a strong focus on problem-solving and decision-making. This qualification is designed to prepare students for leadership roles in private, government and NGO sectors.

Modules

The IIE Master of Commerce in Strategic Brand Leadership consists of five modules. Four core modules, including the research component comprising the mini-dissertation, and one elective module out of a possible two elective modules.

Year 1 modules

- Advanced Brand Strategy
- Advanced Business Strategy
- Advanced Brand-Business Leadership

Year 2 modules

- Mini-Dissertation

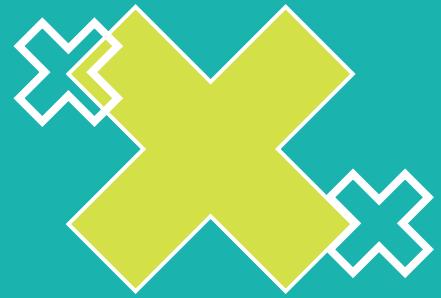
One elective module

- Brand-Business Leadership in Emerging Economies OR
- Brand-Business Performance Management and Valuation

visit
vegaschool.com
for admission
requirements

ALUMNI

Gugu Khojane



Current position and title?

I'm a Senior Strategist at Wunderman Thompson (Digital) - formerly Cerebra.

How did Vega prepare you for your current role?

My experience at Vega was tangible, practical and based on real-world experience. We learned theory but practiced it in a way that aligns with modern advertising agency practices, applying what we learned to bring real brand problems to life, and find viable creative solutions. We also worked in groups on most projects, which prepared me for the increasingly collaborative nature of agencies - there is no operating in silos for success, and I learnt this quickly during my time at Vega.

Why should someone do their honours at IIE-Vega?

Do your honours at IIE-Vega to get educated by industry experts, get a taste for what real-life agency is like, and access to expertise from various disciplines within marketing. We had guest lectures from across the board - in fact, my first introduction to Cerebra was through Vega where the founder Mike Stopforth was a guest speaker. I knew then I wanted to work there, and finally do! Having "Vega" on your CV when applying for agency jobs immediately gives you an advantage because of the school's reputation in the industry.

What is your undergrad and where did you complete it?

I completed my BA in Journalism through the University of Johannesburg. I worked for about 4 years in the magazine industry before pursuing my Honours through IIE-Vega and have been working in advertising ever since.

**DOXN'T
SETTLE.**



Jason

Current position and title?

Currently starting up/running my own business, I'd say my title is entrepreneur.

How did Vega prepare you for your current role?

Vega gave me the practical knowledge and understanding beyond textbook theory to bring my idea to life, effectively develop my brand and launch my entrepreneurial journey.

Why should someone do their honours at IIE-Vega?

The course is engaging, the lecturers are industry experienced and insightful, you are afforded a great deal of attention by these lecturers - and you're taught far more than what's in the textbook.

Your learning is comprehensive and practical, and a lot of the lessons you learn about business, branding and yourself take place outside of the classroom. I'd dare to say that honours at Vega is as close as you can get to 'the real world' of business and branding.

What is your undergrad and where did you complete it?

I have a BCom in Business Management that I completed at the University of Pretoria.



Benice Willemse

Current position and title?

I started my own Freelance company, Stargaze Marketing Pty (Ltd), shortly after I completed my Honours at Vega. I work as a Freelancer / Virtual Assistant with companies from all around the world. I do everything from designing logos, brand manuals and banners, to strategy and planning, to managing social media and more.

How did Vega prepare you for your current role?

Vega gave me the confidence to go big and start a company fresh out of varsity. My degree equipped me with a variety of skills that I use daily, I have a very broad understanding of branding and marketing and what it's all about and I am able to take on most projects as I feel confident in my ability to deliver results.

Why should someone do their honours at IIE-Vega?

The best decision I ever made was to do my Honours at Vega. Being in this environment opened up a whole new world of possibilities. Vega challenged me to deliver a high standard of work that I did not know I was capable of delivering. They truly equipped me to take on any role with confidence as I gained a lot of 'real-world' insights and experience. I would definitely recommend anyone to do their Honours at Vega - It is life-changing!

What is your undergrad and where did you complete it?

I completed a BCom in Marketing and Tourism Management at North-West University, Potchefstroom.



Michelle

Current position and title?

Digital Instructional Designer
University of Stellenbosch Business School.
I completed my IIE Master's in Creative Brand Leadership at Vega (Cum Laude).

How did Vega prepare you for your current role?

I work with a wide range of academics, helping them to tailor their course content to the online environment. Many are Drs and Profs, brilliant minds. I learnt the art of deep, curious enquiry at Vega. Of getting to the idea behind the idea. Of taking the bla bla and packaging it into the boom. It's a skill I use as I take the complex learning material from my colleagues and wrestle with it, understand it and boom it into an online format.

Why should someone do their Master's at IIE-Vega?

I think Vega teaches you to think. I know that's what all universities are supposed to do, but I believe Vega does this best. Its less about the stuff you produce during your hons and more about an open mind filled with questions.

What is your undergrad and where did you complete it?

I have a BA in Languages, BA in Psychology and BA Hons in Psychology, from the University of Stellenbosch.



Ntsika Tyatya



Current position and title?

Public Relations Manager for MAXHOSA by Laduma.

How did Vega prepare you for your current role?

Vega has been instrumental in shaping my strategic mindset - the real-life examples as well as guest lectures assist in maintaining the balance between theory and practice. All forms of disciplines work together to create brand strategy and this is now part of my daily routine, working with creatives to reach one strategic goal for the firm.

Why should someone do their honours at IIE-Vega?

It is a highly credible course which opens doors and challenges students with a dynamic view of the world. It has taught me greatly about my role in creating brand communication and how I can be effective in what I do.

What is your undergrad and where did you complete it?

IIE BA in Corporate Communication, Varsity College.

Purdy

Carolyn

Current position and title?

Brand Manager: Home & Personal Care as part of the Premier FMCG Group.

How did Vega prepare you for your current role?

Vega created the solid foundation I needed for brand & marketing within the digital era of business. Throughout my time at Vega, the understanding that we are here to build brands is engrained from day 1 and I feel Vega has done just that for me. It provided the start of my 'marketers toolbox' and equips you with the latest tools you need if you are looking for a career in brand management. Furthermore, it established me to think differently, challenge strategy, be consumer-centric and conscious of being purpose driven throughout my career thus far.

Why should someone do their honours at IIE-Vega?

Honours at IIE-Vega provides the application of knowledge for real business scenarios. I studied part-time and I constantly found that I could implement my learnings and provide true added value to my organisation. Vega ensures that all the content you are learning is on trend, challenges your thinking and is relevant to current business/brand issues. Furthermore, my final year paper on Shopper Marketing allowed me to explore an area of marketing that ignited a passion for me within the Fast Moving Consumer Goods Industry.

What is your undergrad and where did you complete it?

IIE BBA in Brand Building & Brand Management, Vega School.



Ramona Kasavan



Current position and title?

Radio Presenter at Heart FM and social entrepreneur, media personality and menstrual activist, founder of Mimi Women. Ramona is currently studying for her Master's in Entrepreneurship and New Venture Creation.

How did Vega prepare you for your current role?

I think Vega gave me the opportunity to accept that I was different. I was awkward as a teenager and far from conventional.

Why should someone do their honours at IIE-Vega?

Vega is so far ahead of the curve in terms of what they teach you and the people you meet are likeminded. My biggest assets are brand strategy, identifying problems and changing peoples' mindsets. The golden cherry, having Vega co-founder Gordon Cook as a mentor.

What is your undergrad and where did you complete it?

Bachelor of Social Science in Media Marketing and Communication Studies from the University of KwaZulu Natal.

Pam

Current position and title?

Head Designer at The Looking Glass

How did Vega prepare you for your current role?

Postgraduate research has taught me to how to solve problems by working through the Design Process. Design becomes fundamentally more interesting and challenging using this process. Vega encourages self-discovery by working through one's own research problems – this has given me the ability to believe in myself and my ideas and the desire to keep learning.

Why should someone do their honours at IIE-Vega?

For anyone wanting to study their Postgrad part time, Vega is the place to go. While working full time in the day, I was able to complete my honours, attending evening classes.

What is your undergrad and where did you complete it?

BA in Graphic Design, Greenside Design Centre.



Luyanda Ngcobo

Current position and title?

I am a Marketing Intern at Oneplan. In this position I have been fortunate enough to be involved in all aspects relating to their services from a marketing perspective. These include in-house branding, content creation, social media management, financial and lead reporting using Google and Facebook ad tools, assisting with activation planning and execution, that's just to name a few.

How did Vega prepare you for your current role?

At first all the content and concepts seemed overwhelming, difficult to understand and put into perspective and practice. However, through constant collaboration and engagement with different and well experienced lecturers, the process of understanding and the application of the concepts became that much easier. In addition, having the opportunity to work with diverse students at Vega, I learnt new ways of viewing concepts and how to implement them from someone else's point of view.

Why should someone do their honours at IIE-Vega?

It's simple, you're given the responsibility and the tools to unlock your potential. Vega not only puts an emphasis on innovation, critical thinking and creativity but encourages its students to practice it in all they do - in their assignments, in their own crafts and in real-life client briefs during the annual Brand Challenge. So in that light, completing an Honours degree at Vega challenges you to fully understand concepts and to bring them to life, to solve problems, create change and/or start something new.

What is your undergrad and where did you complete it?

IIE BA in Strategic Brand Communication, Vega.



Sifiso Dhladhla



Current position and title?

Full-Time Masters Student (Innovation, Creativity and Leadership) at City, University of London (Cass Business School).

How did Vega prepare you for your current role?

After completing my Honours at Vega, I immediately completed a one-year internship at Atmosphere Communications (a PR agency), a one year learnership at Sony Music Entertainment, and a role as project leader at a technology and tourism company. Vega had instilled in me the ability to look at problems from a practical point of view. Because Vega approaches theory and application evenly, the transition into real-world problems was seamless.

Why should someone do their honours at IIE-Vega?

- Collaboration
- Confidence
- Quality of lecturers and degree
- Opportunity

Vega affords you the opportunity to work with other students from different creative disciplines. There is also a strong emphasis on group work (similar to the real world) which not only allows students to collaborate, but to also enhance their team skills. A student at Vega is furthermore lectured by and has access to some of the leading brand strategists and creative personnel in the industry. Vega holds significant recognition within the industry making employability and employment opportunities easier.

What is your undergrad and where did you complete it?

Bachelor of Commerce in Business Management - University of South Africa.

Leah

Current position and title?

I am a freelance interior designer and affiliate blog owner of my own website company since February 2020.

How did Vega prepare you for your current role?

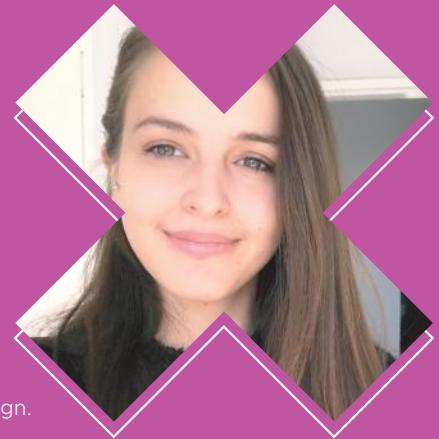
My undergraduate degree at Vega prepared me for working in a corporate environment and gave me the skills to also collaborate with other interior designers as well as architects. I can definitely say my postgraduate also prepared me to explore more this year; it really opened my eyes to see how I can go out on my own and build my own wealth and reputation.

Why should someone do their honours at IIE-Vega?

You realise that you can fall under so many different aspects within interior design. I fell under the technical side of interior design, using technology to present my designs and specialised in creating virtual and augmented reality. I knew when I studied my Honours in Interior Design that I wanted to go more into the technological side of interior design and do my research in that. I would recommend one to study their postgraduate degree if you are ready to niche down and specialise within interior design. That allowed me to go out there and do the research I need, to find out how I can contribute to the industry of interior design. If you are passionate about what you've studied after you graduate, go out there and do your research, doing your Postgrad will put you on a different level and set you apart from anyone that's done their undergrad. You need to stand out.

What is your undergrad and where did you complete it?

I completed an IIE BA in Interior Design at Vega.



Postgraduate studies with the future in mind

www.vegaschool.com



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