

Don't settle

for single-minded perspectives
or “business as usual”.

Postgraduate studies with the future in mind

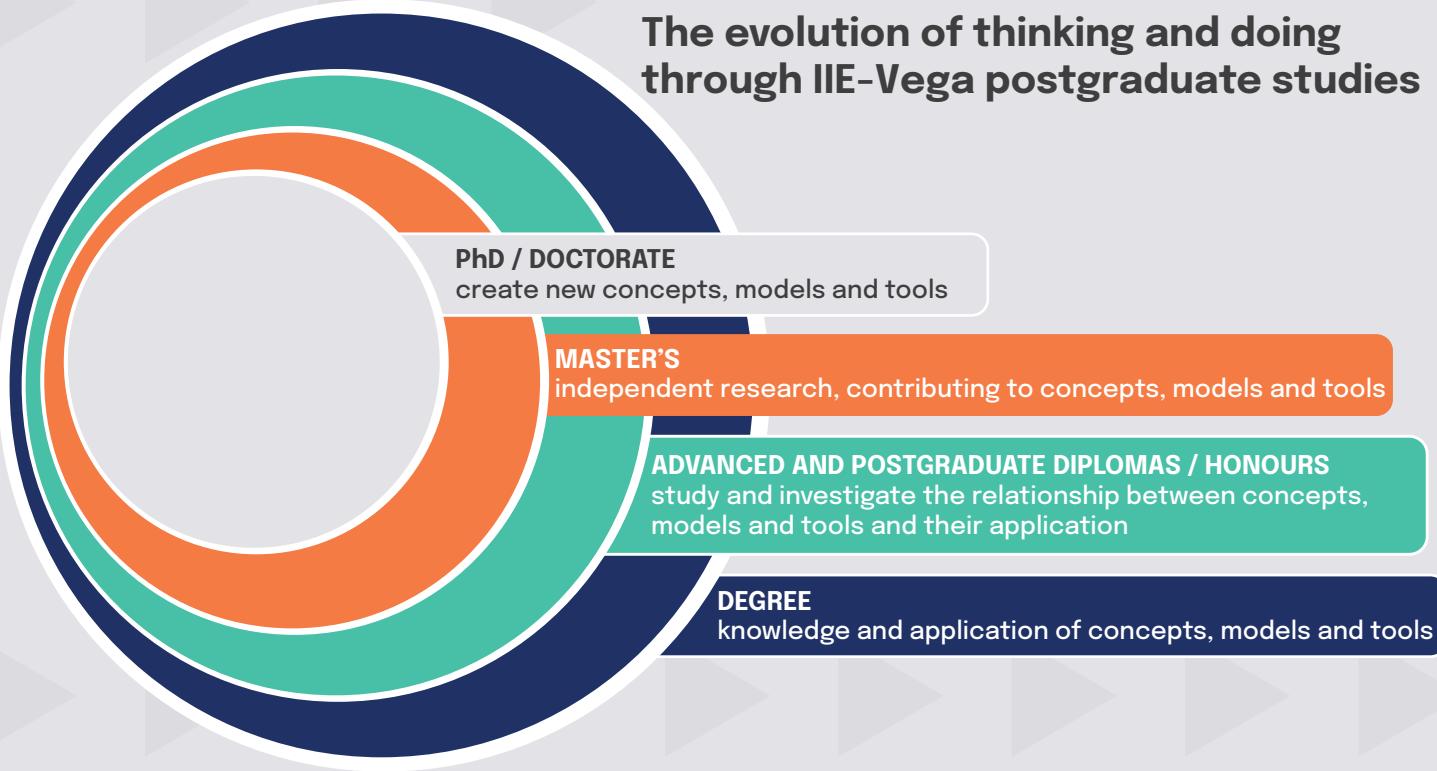


Design.

Brand.

Business.

The evolution of thinking and doing through IIE-Vega 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

CHARTING YOUR WAY TO THE TOP – AN INTERVIEW WITH OUR HEAD OF POSTGRADUATE STUDIES

The good news from the jobs marketplace is that top companies are again starting to search for top talent after 2020's hiring hiatus. But important for young professionals as well as students in fields such as brand strategy, communication and business to know right now, is that they need to be very clear about their talent trajectory and the skills companies are looking for, because the competition for plum positions is fiercer than ever, an expert says. “Your studies will be a major investment of time and money, and it is important to understand right from the start where you want to go, and what will be required of you to get there,” says Dr Carla Enslin, co-founder and Head of Postgraduate Studies and Research at The Independent Institute of Education’s Vega.

She says prospective students too often sign up for a first degree, and then think they’ll consider what comes next at a later stage. But it is very important to understand right from the start what the point of a first degree, and then later qualifications will be, as it is not merely a case of notching up one qualification after the other. Each degree has a specific function, which relates to specific competencies required for progressively more senior roles. “Top talent is in high demand, always has been and always will be, but if you are aiming to become a leader in your industry, you have to prepare yourself to not just compete FOR a position, but AGAINST other very talented people who are just as ambitious as you,” she says.

“So if you are determined to be successful in your career, you have to determine from the start what your approach is going to be, by researching what companies want and then matching that to the qualifications and the institution that will get you there.”

Dr Enslin says before embarking on higher education, or studying towards a postgraduate degree, prospective students should understand the point of various degrees, and how each degree builds on the next.

FIRST DEGREES AND DIPLOMAS:

Your first degree or diploma will equip you with the toolkit you need to be able to do certain tasks, and enable you to become competent in delivering on the key outputs in line with these tasks.

HONOURS DEGREES:

When competency has been achieved in terms of the toolkits acquired in the first qualification, an honours degree allows you to level up by learning how to use different tools at once, and particularly in relation to one another. This brings a new level of maturity within the field.

MASTER'S DEGREES:

A master's degree develops the art of being able to synthesise and develop independence in a field. Instead of just being able to competently develop an identity for a brand, now you start to be able to stretch a brand's identity into mergers and acquisitions and product portfolios.

DOCTORATES:

Doctorates enable you to contribute to thought leadership and development of the field.

“So before setting out on your studies, or when considering postgraduate study, understand where it is that you want to go and how your degree will enable you to get there. Your first point of call is to understand what companies are expecting, and then determine what you need to study and where so that you can ultimately build towards becoming the candidate that can fulfil those expectations.”

Dr Enslin says companies today seek truly talented, innovative, and original solutions to challenges and will work hard to find qualified, distinguished and talented professionals with a proven track record to fill key positions.

“The point is, you are going to have to level up if you want to reach the top. Even for junior positions, companies interview a range of talented individuals. So yes, many are mindful of getting a job, but in today's world, you need to be mindful of what it will require to land a position amid tough competition.

“So do your homework – go look at the websites of top companies and see what they require from candidates in specific positions. And then speak to industry insiders. Find out which qualifications and institutions are rated in that industry. Speak to alumni from these institutions, and speak to the institutions themselves about the programmes and the skills you will acquire over and above merely academic skills, which certainly are not sufficient to make the grade in today's environment.”

Dr Enslin says the aim of studies is for one to mature in that one thing you are able to do uncommonly well. “Every individual has something they can do uncommonly well, and it is their job to find what that thing is and then to grow and develop that thing strategically so that they have a competitive advantage. The positive news for creative and strategic thinkers is that their jobs are less readily automatable, so this remains a vibrant and viable career field, which requires not only strong technical skills, but also substantial soft skills.”

“There is tremendous opportunity out there. But harnessing this opportunity requires you to devise a solid strategy based on where you want to go, and how you will best be able to get there.”

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



NAVIGATORS



Cynthia Olmesdahl

Programme Coordinator: MCom

Navigational Scope: Academic strategist and leadership of the IIE-Vega distance (online) campus.

Field of expertise: Brand-business leadership, business performance evaluation and online pedagogy and technology.



Dr Willy Engelbrecht

Dean: Research and Postgraduate Studies

Navigational Scope: The IIE Academic Head responsible for leading, managing and developing the quality of postgraduate qualifications as well as navigating and supporting institutional research output.

Field of expertise: Tourism, management, strategy, marketing, educational leadership, supply chain and higher education.



Michele O' Hara

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.



Dr Carla Enslin

IIE-Vega Head of Postgraduate Studies and Research

Navigational Scope: Lead IIE-Vega's portfolio of postgraduate qualifications, student and navigator experience and research output.

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



Dr Lailah Imandin

National Research Navigator

Navigational Scope: Manage the research capacity and skills of academic staff to achieve research output.

Field of expertise: Strategic management, Business Administration, Research Methodology, Employee Engagement.



Dr Ria van Zyl

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.

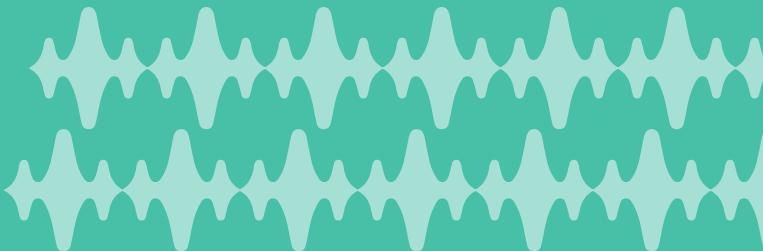


Wilhelm Neuland

Programme Navigator: Business Leadership

Navigational Scope: Academic manager of all commerce undergraduate and postgraduate degree programmes.

Field of expertise: Strategic management, leadership, small business management and coaching, supervision.



WHY IIE-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.

IIE-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 23-year legacy of academic excellence and growth.
IIE-Vega graduates hit the ground running.

Don'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 IIE DISTANCE (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. Students gain insight into the strategic components that contribute to sound brand building; the practice of research in the real world and the nature of innovation in building healthy organisations.

Modules

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

POSTGRADUATE DIPLOMA IN FUTURES THINKING

18 MONTHS PART-TIME IIE DISTANCE (ONLINE)
NQF LEVEL 8 | 120 CREDITS | SAQA ID: 118660

The IIE Postgraduate Diploma in Futures Thinking is designed for the student who has an appropriate undergraduate degree (NQF level 7 qualification) and work experience in strategic brand and business management, or strategic marketing, communication and/or channel planning, to conduct assessments of the connections between past, present and future scenarios and develop future-fit brand systems, cultures, and strategies.

Modules

Semester 1

Principles of Brand Building
Principles of Futures Thinking

Semester 2

Futures Thinking for Brand Building
Applied Futures Thinking

Semester 3

Change Management for Brand Ecosystems
Research Methodology

POSTGRADUATE DIPLOMA IN BRAND BUILDING

1 YEAR FULL-TIME ON CAMPUS OR
18 MONTHS PART-TIME ON CAMPUS OR
18 MONTHS PART-TIME IIE DISTANCE (ONLINE)
NQF LEVEL 8 | 120 CREDITS | SAQA ID: 111309

The IIE Postgraduate Diploma in Brand Building is designed for the student who may not have an undergraduate degree (NQF level 7 qualification) in brand or marketing communication or management but wants to obtain an NQF level 8 qualification in the field of brand building. Students from various undergraduate fields will be introduced to the concepts of brand and brand building, and the importance of brand communication in growing a business.

Modules

Principles of Brand Building
Brand and Business
Brand Contact and Communication
Research Methodology
Channel Planning and Digital Media
Integrated Planning for Brand Building



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 IIE DISTANCE (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
NQF LEVEL 8 | 120 CREDITS | SAQA ID: 99784

The IIE BA Honours in Interior Design builds upon the IIE BA in Interior Design to expand and deepen the student's research skills, design knowledge, and design ability to prepare them for professional life as a senior interior designer or design lecturer. 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
Design Research
Interior Design Professional Practice

BCOM HONOURS IN STRATEGIC BRAND MANAGEMENT

1 YEAR FULL-TIME ON CAMPUS OR
2 YEARS PART-TIME IIE DISTANCE (ONLINE)
NQF LEVEL 8 | 120 CREDITS | SAQA ID: 96079

This IIE Honours programme 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, Economic and Legal Aspects
Practice of Brand Building
Research

BA HONOURS IN DESIGN LEADERSHIP

1 YEAR FULL-TIME ON CAMPUS OR
2 YEARS PART-TIME IIE DISTANCE (ONLINE)
NQF LEVEL 8 | 120 CREDITS | SAQA ID: 118641

The IIE Bachelor of Arts Honours in Design Leadership is where design, creativity and innovation meet. Equipping graduates with the theory and practical knowledge to make a real impact as Creative Directors, Senior Designers, Design Entrepreneurs and Design Leads. The magic of design lies in collaboration where students engage in a number of creative projects, as well as part of interdisciplinary teams. Design Leadership graduates learn to sharpen and expand their thinking to be wholly human-centered.

Modules

Design Leadership
Design Strategy and Management
Solution Design
Collaborative Design
Design Research



IIE QUALIFICATIONS

MASTER OF ARTS IN CREATIVE BRAND LEADERSHIP

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

This is an entirely research-based qualification where the completion of a dissertation is the outcome, along with the preparation of an article for publication in a peer reviewed scientific journal. Candidates engage with research, critical thinking, argument development and academic writing at an advanced level.

DOCTOR OF PHILOSOPHY IN BRAND LEADERSHIP

2 YEARS FULL-TIME OR
3 YEARS PART-TIME IIE DISTANCE (ONLINE)
NQF LEVEL 10 | 360 CREDITS | SAQA ID: 110825

The IIE Doctorate of Philosophy in Brand Leadership is the first brand-specific doctoral qualification in South Africa focused on the niche field of Brand Leadership. 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 immediate impact on professional and academic practice through the inclusion of unique African perspectives and local knowledge resources. **This is an entirely research-based qualification where the completion of a thesis is the final outcome, along with the preparation of an article for publication in an appropriate peer-reviewed journal.**

visit vegaschool.com
for entry requirements

MASTER OF COMMERCE IN STRATEGIC BRAND LEADERSHIP

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

This IIE programme provides marketing and business managers and executives with the brand-business leadership competence required to further their careers to senior executive level. The master's programme 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. **The IIE Master of Commerce in Strategic Brand Leadership consists of a coursework component followed by a minor dissertation. The coursework modules focus on contemporary manifestations in the respective disciplines of brand, strategy and leadership. The dissertation will allow you to approach an industry-related problem from a scientific angle.**

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

Gugu Khojane



Current position and title?

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

How did IIE-Vega prepare you for your current role?

My experience at IIE-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 IIE-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 of 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 IIE-Vega where the founder Mike Stopforth was a guest speaker. I knew then I wanted to work there, and finally do! Having "IIE-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.

Benice

Current position and title?

I started my own Freelance company, Stargaze Marketing Pty (Ltd), shortly after I completed my Honours at IIE-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 IIE-Vega prepare you for your current role?

IIE-Vega gave me the confidence to go big and start a company fresh out of varsity. My IIE 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 IIE-Vega. Being in this environment opened up a whole new world of possibilities. IIE-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 IIE-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.



Sifiso Dhladhla



Current position and title?

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

How did IIE-Vega prepare you for your current role?

After completing my Honours at IIE-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. IIE-Vega had instilled in me the ability to look at problems from a practical point of view. Because IIE-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

IIE-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 IIE-Vega is furthermore lectured by and has access to some of the leading brand strategists and creative personnel in the industry. IIE-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.

Michelle

Current position and title?

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

How did IIE-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 IIE-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 IIE-Vega teaches you to think. I know that's what all universities are supposed to do, but I believe IIE-Vega does this best. It's less about the stuff you produce during your honours 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 IIE-Vega prepare you for your current role?

IIE-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 that 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 IIE-Vega prepare you for your current role?

IIE-Vega created the solid foundation I needed for brand & marketing within the digital era of business. Throughout my time at IIE-Vega, the understanding that we are here to build brands is engrained from day 1 and I feel IIE-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. IIE-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, IIE-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 IIE-Vega prepare you for your current role?

I think IIE-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?

IIE-Vega is so far ahead of the curve in terms of what they teach you and the people you meet are like-minded.

My biggest assets are brand strategy, identifying problems and changing people's mindsets. The golden cherry, having IIE-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.



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 IIE-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 IIE-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. IIE-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 IIE-Vega challenges you to fully understand concepts and 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, IIE-Vega.

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 IIE-Vega prepare you for your current role?

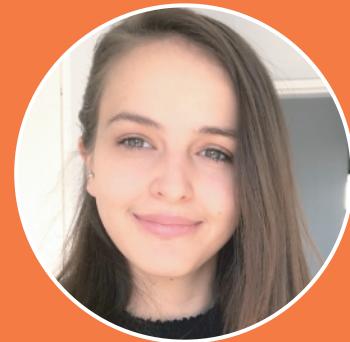
My undergraduate degree at IIE-Vega prepared me for working in a corporate environment and gave me the skills to also collaborate with other interior designers as well as architects. I can definitely say my postgraduate also prepared me to explore more this year; it really opened my eyes to see how I 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 IIE Honours in Interior Design that I wanted to go more into the technological side of interior design and do my research on that. I would recommend one to study their postgraduate degree if you are ready to niche down and specialise in 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 IIE-Vega.



www.vegaschool.com

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