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**FOR A DIPLOMA
THAT DOESN'T OPEN
DOORS.**

DIPLOMA

ADVANCED DIPLOMA IN BRAND INNOVATION (IIE)

PART-TIME

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. This qualification provides a solid foundation for, and access to, the BA Honours in Strategic Brand Communication as well as the Postgraduate Diploma in Brand Building.

ADVANCED DIPLOMA IN BRAND INNOVATION

1½ YEARS PART-TIME | NQF LEVEL 7 | 120 CREDITS | SAQA ID: 73369



CAREER OPPORTUNITIES

COMMUNICATION MANAGER | PROMOTIONAL MANAGER |
ASSISTANT BRAND / MARKETING MANAGER

MODULES

INTEGRATED BRAND COMMUNICATION MANAGEMENT
THE PRINCIPLES OF STRATEGIC THINKING
RESEARCH AND MARKET INTELLIGENCE
CONTEXT PLANNING AND CHANNEL INNOVATION

ADMISSION REQUIREMENTS

Minimum Admission Requirements:

An appropriate bachelor's degree or a diploma or relevant equivalent (at least 360 credits, NQF Level 6).

Please note:

If the discipline of the degree or diploma is not considered sufficiently cognate, a student may still be admitted but may be required to do additional coursework.

International		SAQA NQF L6 Evaluation Certificate in an appropriate field
Senate Discretionary Admission	Recognition of Prior Learning (RPL)	Where candidates do not satisfy the formal admission requirements for this qualification, The IIE may consider an admission application in terms of the Credit Accumulation and Transfer, Recognition of Prior Learning and Qualification Completion Policy (IIE010).

Please note that this fact sheet is accurate at the time of publication. The Independent Institute of Education (The IIE) reserves the right to alter any of the content prior to commencement of registration due to changes in regulation, policy, market requirements, or any other valid reason.