

DON'T SETTLE

FOR AN HONOURS
DEGREE THAT
DOESN'T COMBINE
STRATEGY WITH
DESIGN THINKING.



HONOURS

BACHELOR OF ARTS HONOURS IN STRATEGIC BRAND COMMUNICATION (IIE)

FULL-TIME

PART-TIME

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. Students engage with various brand identity and architecture models, consumer insights, research methodologies, strategic models, brand communication tools, channel and media planning options, and stakeholder relationship management. Students specialise in strategy development and acquire skills that can be utilised in brand organisations as well as communications consultancies and agencies. The research methodology module enables the student to pursue research in an area of particular interest.

BA HONOURS IN STRATEGIC BRAND COMMUNICATION

1 YEAR FULL-TIME | 2 YEARS PART-TIME | NQF LEVEL 8 | 120 CREDITS | SAQA ID: 98012



CAREER OPPORTUNITIES

BRAND COMMUNICATION | AGENCY STRATEGIC PLANNING | MARKETING COMMUNICATIONS
| PROMOTIONS AND EVENT MANAGEMENT | PUBLIC RELATIONS | MEDIA PLANNING |
COMMUNICATION | ACCOUNT MANAGEMENT | CLIENT RELATIONSHIP MANAGEMENT

MODULES

BRAND AND BRAND BUILDING
BRAND COMMUNICATION STRATEGY AND PLANNING
CHANNEL AND MEDIA PLANNING
PRACTICE OF BRAND BUILDING
RESEARCH

BRAND AND BRAND BUILDING

This module develops students' understanding of the key brand concepts that guide the development of innovative and purposeful solutions to brand building opportunities and challenges. Emphasis is placed on creative, critical and systemic thinking.

BRAND COMMUNICATION STRATEGY AND PLANNING

The purpose of Brand Communication Strategy and Planning is to enable the student to practically develop a brand positioning which will drive communication strategy. Students will engage with various strategic models and multiple brand communication channels and tools to develop brand communication strategies and plans. An insight-based critical examination of all touch points will facilitate alternative and disruptive thinking.

CHANNEL AND MEDIA PLANNING

Channel and Media Planning introduces and integrates channel, media and contact planning in context of the various media platforms available, and actively considers the planning mechanics when developing a channel plan. Students will consider the importance of optimising media spend in light of increasing media fragmentation and complexity.

PRACTICE OF BRAND BUILDING

This module applies the theories of strategic brand management and communication to answer real-life client briefs. The focus is on the development and crafting of an innovative brand building strategy and plan that will address complex business and societal challenges. Students will implement brand research to investigate situational, environmental and commercial scenarios. They will derive consumer insights to drive the execution of original and meaningful solutions to multi-faceted brand challenges. Students work in teams to address real-life working situations; develop their skills in recommending brand solutions; and to collaborate with peers in a process of innovative problem solving.

RESEARCH

Students will develop essential research skills for both professional and academic contexts alongside the ability to present and defend research to an expert audience. Emphasis is placed on independent and critical thinking, analysis, research design and methods, as well as academic discourse. Students complete a self-directed research project of limited scope under supervision in the discipline of the degree.

ADMISSION REQUIREMENTS

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| Minimum Admission Requirements: An appropriate bachelor's degree with a minimum of 60% average in the final year; OR An appropriate advanced diploma, provided that a 360 credit diploma or appropriate equivalent has been completed, with an average of 60% in the final year. Please note: Candidates are normally required to have a minimum final year average of 60% in the qualifications final-year (NQF L7) modules. Those with a final year average of 55 - 59% will be admitted if they attained 60% or higher for the designated cognate/core discipline modules at final-year (NQF L7) level | | Undergraduate qualification in a non-cognate field: If the discipline of the degree or diploma is not sufficiently cognate, a candidate may still be admitted if they achieve a minimum final year average of 60% in their final year modules and attain at least 65% in the essay and presentation assessment of the compulsory Introduction to Brand Building short course. |
| Senate Discretionary Admission | Recognition of Prior Learning (RPL) | Candidates who fall outside the above criteria, but who can demonstrate, to the satisfaction of The IIE that they have an appropriate, related qualification or work-based learning, which has taken the candidate to the equivalent of an NQF Level 7 Marketing, Branding or Communication-related qualification, may be considered for admission into this programme through an RPL process. |
| Additional Notes | Graduates of The IIE who do not meet the admissions requirements for admission to Honours can enrol for and repeat all or some of their NQF Level 7 modules in order to improve their marks so that they can meet the entry requirements for Honours. These graduate students will then receive an additional transcript after the completion of the repeat module(s), where the repeat module(s) will appear as a second iteration of the module(s) on the transcript. The marks from the second iteration can then be used for admission to Honours in the subsequent academic year. This option is only available to graduates from The IIE and does not apply to graduates from other HE institutions | |
| | International | A SAQA NQF L7 Evaluation Certificate |

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.