



**DON'T
SETTLE**

**FOR A BA DEGREE
THAT DOESN'T
TRANSFORM YOUR
WORDSKILLS
INTO WORK.**

DEGREE

**BACHELOR OF ARTS IN CREATIVE BRAND COMMUNICATIONS -
COPYWRITING (IIE)**

FULL-TIME

A unique discipline that is suited for those who love words, writing, creative communication – and have a curiosity for human behaviour. These fields all form the backbone of exciting, original and memorable brand communications. If you are a gifted storyteller, endowed with an unlimited imagination as well as the courage to create brave ideas, this might be the career opportunity you have been seeking. The BA in Creative Brand Communications explores critical thinking and creative writing to develop strong copywriting skills. It focuses on fostering crafting capabilities required to produce meaningful concepts and strategic messages for brand communication solutions.

BA IN CREATIVE BRAND COMMUNICATIONS - COPYWRITING

3 YEARS FULL-TIME | NQF LEVEL 7 | 360 CREDITS | SAQA ID: 58684



A copywriter uses the power of words and ideas to create persuasive and compelling communication and creative solutions for brands, based on insightful understanding of a specific target audience. Copywriting involves specialised writing and conceptual skills adapted to a range of media channels, including print advertising, television and video, radio, websites, mobile apps, social media, outdoor and many other digital marketing platforms.

CAREER OPPORTUNITIES

**COPYWRITER | CREATIVE DIRECTOR | CONTENT STRATEGIST | SOCIAL MEDIA PRODUCER |
CONTENT WRITER | UX WRITER | BRAND JOURNALIST | DIGITAL MARKETER |
ONLINE COMMUNITY MANAGER | SEO WRITER**

MODULES

YEAR 1

**COPYWRITING 1A & 1B
IDEATION AND VISUALISATION 1A & 1B
CREATIVE DEVELOPMENT 1
DIGITAL MEDIA FOR COMMUNICATION
1A & 1B
CRITICAL THINKING AND MEDIA
STUDIES 1A & 1B
BRAND AND MARKETING 1A & 1B**

YEAR 2

**COPYWRITING 2A & 2B
IDEATION AND VISUALISATION 2A & 2B
CREATIVE DEVELOPMENT 2
DIGITAL MEDIA AND COMMUNICATION 2A & 2B
CRITICAL THINKING AND MEDIA STUDIES 2A & 2B
BRAND AND MARKETING 2A & 2B
BRAND ACTIVATION**

YEAR 3

**COPYWRITING 3A & 3B
BRAND AND MARKETING 3A: STRATEGY
CRITICAL THINKING AND MEDIA STUDIES 3A
DIGITAL BRAND BUILDING
EXPERIENTIAL BRAND BUILDING
INTRODUCTION TO RESEARCH
CREATIVE DEVELOPMENT 3
BRAND CHALLENGE**

ADMISSION REQUIREMENTS

Minimum Admission Requirements		English
	NSC: Degree pass with	30%
	NC(V): Degree pass with	50%
	SC: Endorsement with	33.3%
	SC(a): Degree pass with	A minimum of 30% in LOLT in NSC/SC(a) OR with a min. of 33.3% in SC.
	International	An USAf Exemption Certificate is required and meeting the English requirements.
	A cognate higher certificate or cognate 240 credit diploma OR an advanced certificate or 360 credit diploma may satisfy the minimum admission requirements to degree studies.	If discipline not cognate at least 20% of credits must be academic literacy or numeracy related.
Senate Discretionary Admission	Mature Age Exemption	Candidates having attained the age of 23 before or during the first year of registration with a senior certificate with a minimum of 40% in at least four higher or standard grade subjects, at least three of which shall have been passed simultaneously and one of which shall be a recognised higher grade subject; OR Candidates must have attained the age of 45 before or during the first year of registration. An USAf Exemption Certificate is required.
	Senate Discretionary Mature Age Admission for students with a Senior Certificate with endorsement	Candidates 23 years and older at point of registration, with an endorsed Senior Certificate can be accepted on a senate discretionary mature age admission. Their academic progress will be tracked and reported at Senate. An USAf Exemption Certificate is not required.
	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).
	USAf approved cognate foundation programme	Candidates who have completed an USAf approved cognate foundation programme from a registered and accredited provider may be admitted. An USAf Exemption Certificate is required - the Office of the Registrar will facilitate, on behalf of the student, an application for degree admission to USAf, once the student has provided proof of payment to USAf.
	Transfer students	Candidates who have successfully completed at least 120 credits on the first year of a cognate degree may be admitted. However, if a student completed less than 120 credits, the admission criteria on the NSC or equivalent apply.
	OQSF qualifications	Candidates with an OQSF Level 5 cognate qualification may be admitted, provided the OQSF qualification has at least 120 credits at NQF Level 5. An USAf Exemption Certificate is required - the Office of the Registrar will facilitate, on behalf of the student, an application for degree admission to USAf, once the student has provided proof of payment to USAf.

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.