



DO NOT SETTLE

DEGREE

**FOR A DEGREE THAT
DOESN'T BLEND
COMPLEX PROBLEM
SOLVING WITH
STRATEGIC SKILLS.**

BACHELOR OF ARTS IN STRATEGIC BRAND COMMUNICATION (IIE)

ONLINE

PART-TIME

Acquire the kind of complex problem solving and strategic skills required to forge the paths that unlock the true potential of a brand. The IIE BA in Strategic Brand Communication equips students with the kind of strategic thinking and inspired planning skills that are in high demand across a broad range of the brand communications industry. The programme develops the crucial strategic skills required to identify, explore, analyse, and solve pressing brand communication challenges through the development and implementation of innovative, original, and accountable strategies.

BA IN STRATEGIC BRAND COMMUNICATION

3 YEARS PART-TIME | NQF LEVEL 7 | 360 CREDITS | SAQA ID: 91723



So, you are about to enter higher education, or you are pursuing a career and want to accelerate to the next level, or you may be at a time in your life where you can finally follow the path you've desired for so long.

This is exactly why online learning with The IIE's Vega School is the perfect fit for ambitious individuals who lead full lives and want to pursue a rewarding career as an innovative strategic brand builder. Whether you are entering higher education for the first time or returning to studies to make a career move, you will benefit from the flexibility that online learning offers. More importantly, you gain access to hands-on specialist training unique to The IIE's Vega.

Vega is distinctively a brand-centric school enjoying high respect in industry. Our tutors possess the requisite expert knowledge and experience to encourage and develop strategic thinking, creativity and innovation.

By joining us you can pursue your purpose, advance your career and become part of an influential network of industry partners and alumni.

THE ONLINE DELIVERY INCLUDES:

- An online campus geared to support students and motivate engagement
- An online learning system that leads students through the content, prescribed material, and activities
- Online module navigators (tutors) who are subject experts and maintain the human experience of the learning process
 - Online success navigators who support students throughout the learning journey
 - Access to our online Information Centre

Note: While you can generally structure your study time as you need, there are scheduled online sessions during which you will get mediated support. Scheduled assessments in the form of online activities, assignments, and exams are paced to ensure your studies progress to achieve your qualification within the recommended timeframe.

STRUCTURE OF THE DEGREE FOR ONLINE LEARNING:

The IIE BA in Strategic Brand Communication consists of 24 modules and has been set up to support a three-year journey with a maximum completion time of seven years. Students are required to register per academic year; and each academic year consists of two semesters.

YEAR ONE

Strategic Brand Communication 1A, 1B & 1C

Critical Thinking and Media Studies 1

Principles of Innovation

Business Communication and Digital Media 1

Brand Communication Project Management A & B

YEAR TWO

Strategic Brand Communication 2A, 2B & 2C

Consumer Behaviour

Critical Thinking and Media Studies 2

Sustainable Business Practice

Practice of Innovation

Brand Activation

YEAR THREE

Strategic Brand Communication 3A & 3B

Innovation Management

Experiential Brand Building

Digital Brand Building

Introduction to Research

Research Practice

Brand Challenge

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BA IN STRATEGIC BRAND COMMUNICATION

Brand Activation in Year 2 and Brand Challenge in Year 3 are hallmark Vega projects and provide exciting opportunities to engage with real-life briefs and apply what it means to be creatively strategic and strategically creative. Students are required to participate in a four-week online collaborative discussion forum followed by a two-day on-campus block preparation and presentation session. Students are encouraged to complete 120 non-compulsory hours (in one or several periods) of industry immersion and receive an IIE Vega Industry Immersion certificate of completion. These immersions create unique opportunities for students to explore their professional interests and potentially secure an internship programme or full-time position in a company, agency or consultancy.

WHAT YOU NEED IN TERMS OF TECHNOLOGY, TIME, AND MATERIALS:

- A reliable internet connection (we recommend 1-2GB of data per month), your own device with at least Windows 7 (Microsoft Office 365 is available as a free download for IIE students) and Google Chrome
 - Software licence requirements: Year 1: Adobe Photoshop CC 2018
 - Prescribed textbooks are available for online purchase
- Online students need to commit to approximately 20-25 hours a week for online engagement (some of which will be after hours) with material and assessments to succeed
 - All final semester exams need to be written at an IIE campus or other approved exam centre
- Students are required to participate in a four-week online collaborative discussion forum followed by a two-day on-campus block preparation and presentation session for the Brand Activation in year 2 and Brand Challenge in year 3.

CAREER OPPORTUNITIES

BRAND AND COMMUNICATIONS PLANNER | STRATEGIC PLANNER | ACCOUNT EXECUTIVE | EVENT MANAGER | PUBLIC RELATIONS PLANNER | SPONSORSHIP PLANNER | CHANNEL/MEDIA PLANNER | DIGITAL MARKETING PLANNER | RESEARCH COMMUNICATION MANAGER | INTERNAL COMMUNICATION MANAGER

TO SUCCEED IN YOUR ONLINE JOURNEY, YOU NEED TO BE

- Self-motivated and invested in your learning achievements
- Disciplined and able to juggle studying with work and family commitments
 - Able to maintain a diligent pace

TO ASSIST YOU IN SUCCEEDING IN YOUR ONLINE JOURNEY, OUR TEACHING APPROACH IS

- Student-centric: we facilitate your thought processes to foster innovative ideas and creative solutions
 - Authentic: we use real-life examples and case studies
- Activity-based: We move your learning forward through applied activities and assessments
- Question-based: we ask you questions to provoke deep thought and insights about course material

ADMISSION REQUIREMENTS

Minimum Admission Requirements		English
	NSC: Degree pass with	30%
	NC(V): Degree pass with	50%
	SC: Endorsement pass 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 relevant Maths and 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.
	General Education Development (GED) - An USA qualification developed by the American Council on Education (ACE)	Candidates with a GED qualification may be admitted if they have an USAf Foreign Conditional Exemption Certificate as well as NBT: AQL results and have obtained a score of at least 51 for Academic Literacy (AL) and a score of at least 40 for Quantitative Literacy (QL).

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GRAPHIC DESIGN



DIGITAL DESIGN



COPYWRITING



GAME DESIGN



PHOTOGRAPHY



INTERIOR DESIGN



DIGITAL MARKETING



BRAND COMMUNICATION



BRAND MANAGEMENT

DOCTORATE

MASTER'S

HONOURS

DEGREES

DIPLOMAS

CERTIFICATES

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