

**WHEN A DEGREE
DOESN'T ENCOURAGE
COLLABS ACROSS
SPECIALITIES,**

DEGREE

**DON'T
SETTLE.**

BACHELOR OF ARTS IN STRATEGIC BRAND COMMUNICATION (IIE)

PART-TIME

Acquire the kind of complex problem solving and strategic skills required to forge the paths that unlock the true potential of the 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



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**

MODULES

YEAR 1

**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 2

**STRATEGIC BRAND COMMUNICATION 2A, 2B & 2C
CONSUMER BEHAVIOUR
CRITICAL THINKING AND MEDIA STUDIES 2
SUSTAINABLE BUSINESS PRACTICE
PRACTICE OF INNOVATION
BRAND ACTIVATION**

YEAR 3

**STRATEGIC BRAND COMMUNICATION 3A & 3B
INNOVATION MANAGEMENT
BRAND CHALLENGE
EXPERIENTIAL BRAND BUILDING
DIGITAL BRAND BUILDING
INTRODUCTION TO RESEARCH
RESEARCH PRACTICE**

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.	
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).

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.