

Don't settle.

Brand Management.



IIE Bachelor of Commerce Honours in Strategic Brand Management

HONOURS

FULL-TIME

This IIE Honours programme investigates and applies strategic models and tools to the practice of innovative and cost-effective brand management, founded on robust financial and economic principles. Students are exposed to core components such as the financial management of a brand within prevailing economic conditions, brand and market analysis from a commercial perspective, the application of sustainable and ethical business and brand practice, the development of communication strategies in context of the competitive environment and internal realities and the utilisation of metrics and models to assess brand performance and brand equity.

Design.

Brand.

Business.

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BCom Honours in Strategic Brand Management (IIE)

1 YEAR FULL-TIME | NQF LEVEL 8 | 120 CREDITS | SAQA ID: 96079

Career opportunities

Agency Strategic Planner | Brand or Product Management | Entrepreneurship | Small Business Ownership | Marketing Research | Social Innovation | New Business Development | Sustainable Development

Modules

Brand and Brand Building
Strategic Brand Management and Leadership
Financial, Economic and Legal Aspects
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.

Strategic Brand Management and Leadership

This module considers brand management from an "inside out" and "outside in" perspective to guide the management of a sustainable brand by the brand owner. Students will develop knowledge and understanding of both external and internal environmental variables to be considered when developing brand strategies and plans, both locally and internationally. The focus is on commercial and entrepreneurial brand management practice and the associated strategic and operational dimensions. Brands will be analysed in context of the market environment and stakeholder relationships within which they are built.

Financial, Economic and Legal Aspects

This module develops understanding and applied knowledge of the principles of finance, economics and compliance relative to the development of brand strategies and plans, both locally and internationally.

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

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:

Accounting or Financial Management AND Economics or Statistics must be part of the undergraduate qualification and candidates are required to have passed these modules to gain entry into the BCom Honours in Strategic Brand Management. 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.

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| 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 Branding, Business Management, Economics, Financial Management, Marketing or Strategic Management - 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 in an appropriate field and meeting the additional admission requirements. |

THE IIE IS ACCREDITED AS AN INDEPENDENT HIGHER EDUCATION INSTITUTION BY THE BRITISH ACCREDITATION COUNCIL.