



DON'T SETTLE

DIPLOMA

**DON'T SETTLE FOR A
POSTGRAD THAT
DOESN'T PREACH THE
VALUE OF BRANDING.**

POSTGRADUATE DIPLOMA IN BRAND BUILDING (IIE)

ONLINE

PART-TIME

This online IIE Postgraduate Diploma in Brand Building is designed for the student who may not have an undergraduate degree (NQF level 7 qualification) in brand or marketing communication or management but wants to obtain an NQF level 8 qualification in the field of brand building. Students from various undergraduate fields will be introduced to the concepts of brand and brand building, and the importance of brand communication in growing a business. Students will produce a research paper and participate in a 'live' brand challenge where they will develop and present a brand communication strategy to a real-world client. This programme will enable students to enrol for Master's degree should they wish to continue their studies.

POSTGRADUATE DIPLOMA IN BRAND BUILDING

2 YEARS PART-TIME | NQF LEVEL 8 | 120 CREDITS | SAQA ID: 111309



CAREER OPPORTUNITIES

BRAND COMMUNICATIONS PLANNING AND MANAGEMENT | CORPORATE COMMUNICATIONS | PRODUCT MANAGEMENT | MARKETING COORDINATION | CLIENT SERVICES | CUSTOMER RELATIONS | EXPERIENTIAL MARKETING

MODULES

PRINCIPLES OF BRAND BUILDING
BRAND AND BUSINESS
BRAND CONTACT AND COMMUNICATION
RESEARCH METHODOLOGY

PRINCIPLES OF BRAND BUILDING

Students will develop an understanding of the core frameworks, principles and concepts used for constructing and building brand identities and architecture. The role of brands in adding value to stakeholders and society will be explored utilising design and systemic thinking to develop innovative brand building solutions.

BRAND AND BUSINESS

The core purpose of this module is to analyse the impact of environmental variables on the building of a brand in order to leverage and optimise business opportunities. Students will consider macro, market and micro environments, and construct situation analyses to inform holistic brand and business strategies. Emphasis will be placed on selecting and profiling target markets and determining objectives on which to base strategic decisions.

BRAND CONTACT AND COMMUNICATION

Students will construct integrated brand communications plans using a variety of tools and platforms. Emphasis is placed on practical application and work readiness. This module provides the opportunity to apply theory covered in all programme modules to a given practical brand building scenario. The purpose of this module is to introduce students to the process of research and to develop their understanding of the processes and techniques of gathering, analysing, interpreting and evaluating data. Emphasis is placed on a controlled application of techniques to solve a practical problem in a relevant field of study. This module thus introduces the ways in which the processes and outcomes of research can be constructively embedded within professional practices.

RESEARCH METHODOLOGY

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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 academic 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.

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

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
 - 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 is 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

ADMISSION REQUIREMENTS

| | | |
|--|-------------------------------------|---|
| Minimum Admission Requirements An appropriate HEQSF Level 7 bachelor's degree; OR An appropriate advanced diploma; OR An equivalent NQF Level 7 qualification | | |
| International | | SAQA NQF L7 Evaluation Certificate in an appropriate field |
| Senate Discretionary Admission | 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). |

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.

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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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