

**Don't settle.**

**Brand Management.**



## **IIE Higher Certificate in Brand Building Practice**

**CERTIFICATE**

**FULL-TIME**

The IIE Higher Certificate in Brand Building Practice is an entry-level qualification designed to give the insight, skill, and academic support required to pursue degree studies in brand communication, brand building and management. The focus is on fostering critical thinking, fundamental branding knowledge, accounting skills, and developing students' creative confidence. This certificate programme contributes towards skills preparation and provides articulation into a relevant degree. The certificate provides a range of modules that develop academic literacy and digital literacy, as well as the creative and critical thinking skills required in an academic and industry environment. Modules combine theoretical as well as practical application, with an introduction to real-world experience of creative, business, and critical thinking skills.

**Design.**

**Brand.**

**Business.**

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# Higher Certificate in Brand Building Practice (IIE)

1 YEAR FULL-TIME | NQF LEVEL 5 | 120 CREDITS | SAQA ID: 90658

## Career opportunities

Junior member of a communication project team or provide access to further your studies in Brand Building Management, Digital Marketing, Strategic Brand Management, Strategic Brand Communication or Game Design.

## Modules

Introduction to Quantitative Thinking and Techniques  
Business Communication Digital Media 1  
Digital and Academic Literacies  
Economics A Micro  
Introduction to Accounting 1A  
Brand Business Principles and Fundamentals  
Introduction to Creative Development  
Work Integrated Learning

## Did you know?

A candidate with an NSC/NC(V) or equivalent, without degree admission who has obtained a registered and accredited Higher Certificate in a particular field of study may be allowed access to Bachelor's Degree in a similar field, subject to meeting the admission requirements.

## Admission requirements

Minimum Admission Requirements		English
	NSC: HC admission with	30% OR
	NC(V): HC admission with	40% OR
	SC: (without endorsement)	33.3% OR
	SC(a): HC admission with	A minimum of 30% in LOLT in NSC/ SC(a) OR with a min. of 33.3% in SC. OR
	International	A SAQA Evaluation Certificate with NSC L4 equivalence with at least 30% or equivalent for English.
Senate Discretionary Admission	Mature Age Exemption	Candidates must have attempted the Senior Certificate, attained the age of 23 before or during the first year of registration with three years' work experience and proven ability relating to the proposed programme as well as adequate communication skills; OR Candidates must have attained the age of 45 before or during the first year of registration.
	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).
	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 a SAQA Evaluation Certificate with NSC L4 equivalence, as well as minimum score of 145 out of 200 for all 4 GED subjects.
	OQSF Qualifications	Candidates with an OQSF Level 5 or N4-N6 qualifications or combination of N3 and SC subjects, or an NSC (FET Colleges) with N3 subjects may be admitted to Higher Certificate Studies.

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