

**DON'T
SETTLE**

**FOR A COURSE
THAT DOESN'T
EMPOWER YOU TO
LEAD BRANDS.**

SHORT COURSE

STRATEGIC BRAND BUILDING SHORT COURSE

ONLINE

STRATEGIC BRAND BUILDING ONLINE SHORT COURSE

13 WEEKS (including orientation)



Strategic Brand Building introduces the student to the practice of creating brand strategies from three different perspectives aligned with current brand practice. It considers the ramifications of creating a seamless brand experience embracing outside-in design with inside-out systems and analytics. The course explores shared value and sustainable business practices, both local and global, and offers an analysis of the role of structure, design and levers to implement meaningful change. Design thinking principles are utilised by students to create a brand-business model from ground level within the framework of social entrepreneurship. The module comprises three learning units. The first learning unit introduces the concept of a seamless brand experience. The second explores the creation of embedded sustainability and shared value. The final learning unit considers social entrepreneurship and brand purpose with the creation of a brand-business model from scratch.

THIS SHORT COURSE COVERS

- Creating a seamless brand experience in light of current trends
- Embedding sustainability and shared value
- Integration of social entrepreneurship and brand purpose into brand-business modelling

WHO SHOULD JOIN

The course is aimed at middle and senior managers, responsible for the implementation of sustainable strategic planning in the brand, marketing and communication industry. These individuals will have practical experience in the field and are seeking to take their strategic brand building skills to the next level within context of the circular economy and brand ecosystems.

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

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. A reliable internet connection, own device with (at least) Windows 8 and Google Chrome, are all essential to enrol on this short course.

HOW WILL I BENEFIT

This short course will enhance your ability to synthesise your approach to sustainable business and brand management and will equip you with models for strategic brand building. You will gain insight into how to:

- Assess the shifts impacting brand building in a post digital world
 - Consider the role of data analytics within brand ecosystems
 - Derive stakeholder insights from research findings
 - Apply touchpoint strategies within brand ecosystems
- Embed sustainability goals into purposeful brand and business strategy
 - Apply a shared value brand-business approach to brand building
- Consider the principles of circular design in creating purposeful brand and business strategies

FEES

- **External Finance Option:** Learning Loans (Pty) Ltd, a registered credit provider (NCRCP9789), is offering Vega short course students an easy and affordable way to finance their studies with study loans offering extended payment plans. Learning Loans' vision is to help you invest in your future with a seamless application process that can be done on an online platform. Visit their site to find out more <https://www.learningloans.co.za/apply-vega>

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