

Don't settle.

Brand Management.



# IIE Bachelor of Business Administration in Brand Building & Management

DEGREE

FULL-TIME

The IIE BBA in Brand Building and Management develops students' insight and skill in launching, building, and managing brands and businesses. This qualification combines strategy and creativity in business with financial management, economics, critical thinking, innovation, and entrepreneurship. The programme presents a balanced combination between humanities and the world of commerce to graduate students with an interest in new business and communication ventures. As part of the experiential component of the qualification, students work in multidisciplinary teams engaging in real-world brand challenges. Action learning is rounded off with the option of an Industry Immersion programme with companies, agencies, or consultancies of choice.

Design.

Brand.

Business.

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# BBA in Brand Building & Management (IIE)

3 YEARS FULL-TIME | NQF LEVEL 7 | 360 CREDITS | SAQA ID: 60590

## Career opportunities

Brand Manager | Entrepreneur | Brand Contact Planner | Product Manager | Brand Activation Coordinator | Promotions Manager | Brand Strategist | Media Planner

## Modules

### Year 1

Brand and Marketing 1  
 Critical Thinking and Media Studies 1  
 Statistics in Brand Building  
 Creative Development 1  
 Business Communications and Digital Media 1  
 Introduction to Micro and Macro Economics  
 Accounting in Brand Building 1  
 Principles of Innovation

### Year 2

Business Management 2A: Entrepreneurship  
 Economics in Brand Building 2  
 Financial Management in Brand Building 2  
 Creative Development 2  
 Brand and Marketing 2  
 Critical Thinking and Media Studies 2  
 Brand Activation  
 Practice of Innovation

### Year 3

Brand and Marketing 3A: Strategy  
 Innovation Management  
 Retail Management  
 Introduction to Research  
 Sustainable Business Practice  
 Research Practice  
 Brand Challenge  
 Brand and Marketing 3B

## Admission requirements

Minimum Admission Requirements	English	Maths/HG	Math Lit/SG/ Technical Maths	Notes
NSC: Degree admission with	30%	40% or	60%	
NC(V): Degree admission with	50%	50% or	60%	
SC: Endorsement with	33.3%	40% or	60%	
SC(a): Degree admission with		40% or	60%	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.			
Alternatively, 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.			If discipline not cognate at least 20% of credits must be academic literacy or numeracy related.	

Senate Discretionary Admission	Criteria	Notes
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. The additional Maths/Math Lit criteria falls away. 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.	