

Don't settle.

Brand Management.



IIE Bachelor of Commerce in Strategic Brand Management

DEGREE

FULL-TIME

Equip yourself with the potent fusion of brand and business strategic skills required to design the unique, innovative strategies to unleash the true market power of the brand. The IIE BCom in Strategic Brand Management grooms graduates for leadership positions in brand management and business strategy in a range of industries in both developed and developing markets. The programme is focused upon the development of smart, original and cohesive brand, business, and management strategies that challenge existing paradigms. 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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BCom in Strategic Brand Management (IIE)

3 YEARS FULL-TIME | NQF LEVEL 7 | 360 CREDITS | SAQA ID: 93948

Career opportunities

Strategic Planner | Entrepreneur | Product/Marketing/
Brand Manager | Account Manager | Business
Consultant | Brand Strategist | Marketing Manager |
Channel Planner | Brand Auditor

Modules

Year 1

Critical Thinking and Media Studies
Accounting 1A
Brand Management 1
Creative Development 1
Business Management 1
Accounting 1B
Introduction to Micro and Macro Economics
Quantitative Techniques

Year 2

Business Management 2A: Entrepreneurship
Financial Management for Strategic Brand Management 2
Economics in Brand Building 2
Brand Management 2: Channel Planning
Brand Management 2: Developing Markets and
Consumer Behaviour
Business Management 2B
Brand Activation
Practice of Innovation

Year 3

Brand Management 3A: Strategy
Business Management 3A
Digital Brand and Business Strategy
Introduction to Research
Business Management 3B
Brand Challenge
Brand Management 3: Strategic Brand Evaluation
Research Practice

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. |
| 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. | |
| International | An USAf Exemption Certificate is required and meeting the relevant Maths and English requirements. | | | |

| Senate Discretionary Admission | Admission Requirement | 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. | |