

# Don't settle.



Design.

Brand.

Business.



## IIE Postgraduate Diploma in Brand Building

**DIPLOMA**

**FULL-TIME**

**PART-TIME**

The 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. Postgraduate Diploma programmes are typically undertaken by students and working individuals wishing to add a different dimension to their fields of undergraduate study, or to enable a change in career path. Students will produce a research project 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, subject to meeting the admission requirements, should they wish to continue their studies.

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# Postgraduate Diploma in Brand Building (IIE)

1 YEAR FULL-TIME | 1 ½ 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

Brand and Business  
Principles of Brand Building  
Brand Contact and Communication  
Channel Planning and Digital Media  
Integrated Planning for Brand Building  
Research Methodology

### Brand and Business

The module focusses on the relationship between brand, marketing, and business that guides planning for brand building. Students will consider macro, market and microenvironments, as context for leveraging holistic brand and business strategies. Emphasis will be placed on profiling target markets and determining objectives on which to base strategic decisions regarding brand offerings, logistics, and pricing options.

### Principles of Brand Building

Students will develop an understanding of the core frameworks, principles and concepts used for constructing and building purposeful 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. The principles of brand leadership and brand management will be discussed.

### Brand Contact and Communication

Students will construct integrated brand communications plans driven by positioning statements derived from brand elements and stakeholder insights. A variety of communication tools and platforms will be assessed, including advertising, public relations, sponsorship, and promotions. Emphasis is placed on practical application in context of a multichannel everchanging communication landscape.

### Channel Planning and Digital Media

This module exposes students to the various media channels and platforms available for the practical implementation of a brand communications plan. Both 'traditional' and 'digital' media options will be evaluated, and a multichannel approach is taken to communicating coherent and authentic brand messages to various stakeholder audiences across multiple contact points.

### Integrated Planning for Brand Building

This module provides the opportunity to apply theory covered in all programme modules to a given practical brand building scenario. Student teams will engage in the development and execution of original and meaningful solutions to briefs provided by members of industry. Emphasis is placed on research-based collaboration and ideation to develop practical innovative solutions which could be implemented in the workplace.

### Research Methodology

The purpose of this module is to introduce students to the process of research and to develop their understanding of the techniques of gathering, analysing, interpreting, and evaluating data. Emphasis is placed on a controlled application of methods and techniques to solve a practical problem in the field of brand building. This module introduces the ways in which the processes and outcomes of research can be constructively embedded within professional practices.

## 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

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).

International

A SAQA Evaluation Certificate with NQF L7 equivalence in an appropriate field.