

Don't settle.

Brand Communication.



IIE Bachelor of Arts in Strategic Brand Communication

DEGREE

FULL-TIME

Acquire the kind of complex problem solving and strategic skills required to forge the paths that unlock the true potential of the brand. The IIE BA in Strategic Brand Communication equips students with the kind of strategic thinking and inspired planning skills that are in high demand across the brand communications industry. The programme develops crucial strategic skills required to identify, explore, analyse and solve pressing brand communication challenges through the development and implementation of innovative, original and accountable strategies.

Design.

Brand.

Business.

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BA in Strategic Brand Communication (IIE)

3 YEARS FULL-TIME | NQF LEVEL 7 | 360 CREDITS | SAQA ID: 91723

Career opportunities

Brand and Communications Planner | Strategic Planner | Account Executive | Event Manager | Public Relations Planner | Sponsorship Planner | Channel/Media Planner | Digital Marketing Planner | Research Communication Manager | Internal Communication Manager

Modules

Year 1

Strategic Brand Communication 1A, 1B & 1C
Critical Thinking and Media Studies 1
Principles of Innovation
Business Communication and Digital Media 1
Brand Communication Project Management A & B

Year 2

Strategic Brand Communication 2A & 2C
Strategic Brand Communication 2B: Channel Planning
Consumer Behaviour
Critical Thinking and Media Studies 2
Sustainable Business Practice
Practice of Innovation
Brand Activation

Year 3

Strategic Brand Communication 3A & 3B
Innovation Management
Brand Challenge
Experiential Brand Building
Digital Brand Building
Introduction to Research
Research Practice

Admission requirements

Minimum Admission Requirements		English
	NSC: Degree admission with	30% OR
	NC(V): Degree admission with	50% OR
	SC: Endorsement with	33.3%
	SC(a): Degree admission with	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 English requirements.

Senate Discretionary Admission	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. 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.

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