

Don't settle.

Design.

Brand.

Business.



## IIE Postgraduate Diploma in Brand Building

The IIE Postgraduate Diploma in Brand Building is designed for the student who has an undergraduate degree (NQF level 7 qualification) which is not in brand or marketing communication or management but wants to gain a postgraduate NQF level 8 qualification in the field of brand building. Students from various undergraduate fields are introduced to the concepts of brand and brand building, and the importance of brand communication in growing a business. Students produce a research paper and participate in a 'live' brand challenge where they develop and present a brand communication strategy to a real-world client. This programme enables students to enrol for a Master's degree, subject to meeting the admission requirements should they wish to continue their studies.

**DIPLOMA**

**IIE DISTANCE (ONLINE)**

**PART-TIME**

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# Postgraduate Diploma in Brand Building (IIE)

## Career opportunities

Brand Communications Planning and Management | Corporate Communications | Product Management | Marketing Coordination | Client Services | Customer Relations | Experiential Marketing

## Modules

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

### 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 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.

### 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. '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.

### Online delivery includes

- 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.
- Weekly live sessions with your online navigators.
- A dedicated success navigator who supports students throughout the learning journey.
- Coaching pods: explore and develop your professional identity and potential.
- Our flagship Brand Challenge project – an online transdisciplinary collaboration with real world changes and clients.
- Access to our online information centre and resources.

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.

### What you need in terms of technology, time and materials

- A reliable internet connection (we recommend 5–10 GB of data per month), your own device with at least Windows 7 (Microsoft Office 365 is available as a free download for IIE students), and Google Chrome, Microsoft Edge Chromium or Firefox.
- Prescribed textbooks are available for online purchase.
- Online students need to commit to approximately 20–25 hours a week for online engagement (some of which is after hours) with material and assessments to succeed.
- All final semester exams need to be written at an IIE campus or other approved exam centre.

Please note synchronous sessions generally take place after hours.

### To succeed in your online journey, you need to be

- Self-motivated and invested in your learning journey.
- Disciplined and able to balance studying with work and family commitments.
- Able to direct your own studies, maintaining 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.
- Discussion-based: we ask you questions and stimulate debate to provoke deep thought and insights about course content.

## Admission requirements

Minimum Admission Requirements <ul style="list-style-type: none"> <li>• An appropriate HEQSF Level 7 Bachelor’s degree; OR</li> <li>• An appropriate Advanced Diploma; OR</li> <li>• An equivalent NQF Level 7 qualification</li> </ul>		
Senate Discretionary Admission	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.	

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

