For the creators.

IIE Postgraduate Diploma in Futures Thinking

Postgraduate Diploma

IIE Distance (Online)   Part-Time

The IIE Postgraduate Diploma in Futures Thinking is designed for the student who has an appropriate undergraduate degree (NQF level 7 qualification) and work experience in strategic brand and business management, or strategic marketing, communication and/or channel planning, to conduct assessments of the connections between past, present and future scenarios and develop future-fit brand systems, cultures, and strategies. Students will use their strategic experience to develop operational foresight in informing brand development strategy; anticipating change; mitigating and managing risk through the analysis of economic data and trends forecasting; and using change management models and methods.

Design.
Brand.
Business.

IIE Postgraduate Diploma in Futures Thinking

2 Years Part-Time IIE Distance (Online) | NQF Level 8 | 120 Credits | SAQA ID: 118660

Career opportunities

Futures Strategist | Brand-Business Manager | Foresight and Strategy Manager | Brand Development Manager | Foresight Analyst | Organisational Consultant

The qualification follows an interdisciplinary approach which integrates theoretical and practical components to facilitate future-focussed brand leadership and business thinking and career growth. This qualification also encompasses the use of human-centred design thinking approaches to the anticipation and navigation of the future of brands by equipping students with the principles, practices and tools of futures thinking. Students produce a research paper and the programme enables students to enrol for an appropriate Master's degree should they wish to continue their studies.

Modules

Principles of Brand Building
Principles of Futures Thinking
Futures Thinking for Brand Building
Applied Futures Thinking
Change Management for Brand Ecosystems
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.

Principles of Futures Thinking

This module introduces the evolution of futures thinking theories, with a focus on design thinking and systemic thinking. Students will be challenged to explore and practise alternative ways of thinking, problem-solving and ideation as important components of brand systems design and innovation. Collaborative discussions provide the opportunity for peer-learning and shared experience.

Futures Thinking for Brand Building

The purpose of this module is to introduce students to the principles and techniques of futures thinking in context of emerging trends in diverse social, economic, commercial, and digital environments, as they impact purposeful brand building. Students will critically examine the connections between the past, present and future as they apply to brand building for business resilience.

Applied Futures Thinking

The purpose of this module is to assess the trajectory along which purposeful brands move to adapt to and mould a desirable future. Various models and frameworks will be applied to assimilate the multiple dimensions of cross-sectoral scenario analysis and forecasting for the attainment of preferred and sustainable futures in developed and developing economies.

Change Management for Brand Ecosystems

Students will forecast alternative scenarios and their impacts on society, community and economy and forecast the strategic change required to optimise shared value for brand building. The module will contribute to students' knowledge and understanding of change management and metrics, in context of futures thinking and the creation of preferred brand states.

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 futures thinking for brand building. This module introduces the ways in which the processes and outcomes of research can be constructively embedded within professional practices.

Year 1					
Semester 1			**Semester 2**		
Code	**Module Name**	**Credits**	**Code**	**Module Name**	**Credits**
PFTH8411	Principles of Futures Thinking	20	PRIB8421	Principles of Brand Building	20
			FTBB8411	Futures Thinking for Brand Building	20

Year 2					
Semester 3			**Semester 4**		
Code	**Module Name**	**Credits**	**Code**	**Module Name**	**Credits**
AFUH8412	Applied Futures Thinking	20	RMET8419	Research Methodology	20
MBEC8412	Change Management for Brand Ecosystems	20			

Study further with IIE Pathways

The successful completion of the IIE PGDip in Futures Thinking enables you to progress into an appropriate Master's qualification, subject to meeting the admission requirements.

Admission requirements

Minimum Admission Requirements:		Notes:
An appropriate HEQSF Level 7 Bachelor's degree, Advanced Diploma or an equivalent NQF Level 7 qualification.		2 years' work experience in strategic management or strategic planning; A comprehensive CV indicating work experience; A 500-word motivational essay evidencing the candidate's interest in the field of Futures Thinking
International	A SAQA Evaluation Certificate with NQF L7 equivalence in an appropriate field.	

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).

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

Distance delivery includes

- A distance learning system that leads students through the content, prescribed material and activities.
- Distance academic navigators (tutors) who are subject experts and maintain the human experience of the learning process.
- Weekly live sessions with your distance navigators.
- A dedicated success navigator who supports students throughout the learning journey.
- Access to our distance information centre and resources.

Note: While you can generally structure your study time as you need, there are scheduled distance 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 5-10GB 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.
- Distance students need to commit to approximately 20-25 hours a week for distance engagement (most 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 distance 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 distance 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.

For the creators.

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