

# For the creators.



## IIE Postgraduate Diploma in Brand Building

**Postgraduate Diploma**  
**IIE Distance (Online)    Part-Time**

Design.  
Brand.  
Business.

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 specifically in the field of brand building. Postgraduate Diploma programmes are typically undertaken by students and working individuals wishing to add a dimension to their fields of undergraduate study, or to enable a change in career path. 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. Students will participate in a 'live' brand challenge where they will develop and present a brand communication strategy to a real-world client. This programme includes a research module and project to support students to enroll for a Master's degree, subject to meeting the admission requirements, should they wish to continue their studies.



# IIE Postgraduate Diploma in Brand Building

2 Years Part-Time IIE Distance (Online) | 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

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.

Year 1					
Semester 1			Semester 2		
Code	Module Name	Credits	Code	Module Name	Credits
BRBU8431	Brand and Business	20	PRIB8421	Principles of Brand Building	20
			BCOC8431	Brand Contact & Communication	20

Year 2					
Semester 3			Semester 4		
Code	Module Name	Credits	Code	Module Name	Credits
CPDM8412	Channel Planning & Digital Media	20	IPBB8412	Integrated Planning for Brand Building (Brand Challenge)	20
RMET8419	Research Methodology	20			

## Study further with IIE Pathways

The successful completion of the IIE PGDip in Brand Building enables you to progress into the IIE MA in Creative Brand Leadership delivered at IIE Vega, subject to meeting the admission requirements.

# Admission requirements

Minimum Admission Requirements:		
<ul style="list-style-type: none"><li>• A HEQSF Level 7 Bachelor's degree; OR</li><li>• An Advanced Diploma; OR</li><li>• An equivalent NQF Level 7 qualification</li></ul>		
International	A SAQA Evaluation Certificate with NQF L7 equivalence.	
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.
- Our flagship Brand Challenge project – a distance transdisciplinary collaboration with real world changes and clients.
- 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 5-10 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.
- 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.





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