



**For the creators.**



## **IIE Bachelor of Commerce in Strategic Brand Management**

**Degree**

**Distance**

Equip yourself with the potent fusion of brand and business strategic skills required to design the unique, innovative strategies to unleash the true market power of the brand. The IIE BCom in Strategic Brand Management grooms graduates for leadership positions in brand management and business strategy in a range of industries in both developed and developing markets. The programme is focused upon the development of smart, original and cohesive brand, business, and management strategies that challenge existing paradigms. As part of the experiential component of the qualification, students work in multidisciplinary teams engaging in real-world brand challenges. Action learning is rounded off with the option of an Industry Immersion programme with companies, agencies or consultancies of choice.

**[vegaschool.com](https://vegaschool.com)**





# IIE Bachelor of Commerce in Strategic Brand Management

4 Years Part-Time Distance | NQF Level 7 | 360 Credits | SAQA ID: 93948

So, you are about to enter higher education, or you are pursuing a career and want to accelerate to the next level, or you may be at a time in your life where you can finally follow the path you've desired for so long.

This is exactly why distance learning with The IIE's Vega School is the perfect fit for ambitious individuals who lead full lives and want to pursue a rewarding career as an innovative strategic brand builder. Whether you are entering higher education for the first time or returning to studies to make a career move, you will benefit from the flexibility that distance learning offers. More importantly, you gain access to hands-on specialist training unique to The IIE's Vega.

IIE-Vega is distinctively a brand-centric school enjoying high respect in industry. Our tutors possess the requisite expert knowledge and experience to encourage and develop strategic thinking, creativity and innovation.

By joining us you can pursue your purpose, advance your career and become part of an influential network of industry partners and alumni.

## Structure of the degree for distance learning

The IIE BCom in Strategic Brand Management consists of 24 modules and has been set up to support a four year journey with a maximum completion time of eight years. Students are required to register per academic year, and each academic year consists of two semesters.

Brand Activation in Year 3 and Brand Challenge in Year 4 are hallmark IIE-Vega projects that provide exciting opportunities to engage with real-life briefs and apply what it means to be creatively strategic and strategically creative. Students participate in distance (online) collaboration with real-world challenges and clients.

Students have the option to complete 120 hours (in one or several periods) of industry immersion and receive an IIE Vega Industry Immersion certificate of completion before they graduate. These immersions create unique opportunities for students to explore their professional interests and potentially secure an internship programme or full-time position in a company, agency or consultancy.

## Modules

| Year 1     |                                       |         |            |                         |         |
|------------|---------------------------------------|---------|------------|-------------------------|---------|
| Semester 1 |                                       |         | Semester 2 |                         |         |
| Code       | Module Name                           | Credits | Code       | Module Name             | Credits |
| ACBP5121   | Accounting 1A                         | 15      | ACBP5122   | Accounting 1B           | 15      |
| BMBS5121   | Brand Management 1                    | 15      | BMAN5121   | Business Management 1   | 15      |
| CRST5121   | Critical Thinking and Media Studies 1 | 15      | QUAT6221   | Quantitative Techniques | 15      |

| Year 2     |   |         |            |   |         |
|------------|---|---------|------------|---|---------|
| Semester 3 |   |         | Semester 4 |   |         |
| Code       | Module Name   | Credits | Code       | Module Name   | Credits |
| CRDE5111   | Creative Development 1                                | 15      | IMME5112   | Introduction to Micro and Macro Economics                     | 15      |
| BMCP6211   | Brand Management 2: Channel Planning                  | 15      | PINN6222   | Practice of Innovation  | 15      |
| FMSB6221   | Financial Management for Strategic Brand Management 2 | 15      | BMDM6221   | Brand Management 2: Developing Markets and Consumer Behaviour | 15      |

| Year 3     |  |         |            |  |         |
|------------|--|---------|------------|--|---------|
| Semester 5 |  |         | Semester 6 |  |         |
| Code       | Module Name                              | Credits | Code       | Module Name                                    | Credits |
| ECBB6221   | Economics in Brand Building 2            | 15      | XBRC6222   | Brand Activation                               | 15      |
| BMAN6221   | Business Management 2A: Entrepreneurship | 15      | BMNG6222   | Business Management 2B                         | 15      |
| BMBS7311   | Brand Management 3A: Strategy            | 15      | BMBE7322   | Brand Management 3: Strategic Brand Evaluation | 15      |

| Year 4     |                                       |         |            |                                |         |
|------------|---------------------------------------|---------|------------|--------------------------------|---------|
| Semester 7 |                                       |         | Semester 8 |                                |         |
| Code       | Module Name                           | Credits | Code       | Module Name                    | Credits |
| DIBS7311   | Digital Brand and Business Strategy   | 15      | XBRC7322   | Brand Challenge                | 15      |
| IRC07311   | Introduction to Research for Commerce | 15      | RPC07312   | Research Practice for Commerce | 15      |
| BMNG7321   | Business Management 3A                | 15      | BMNG7322   | Business Management 3B         | 15      |

## Study further with IIE Pathways

The successful completion of the IIE BCom in Strategic Brand Management enables you to progress into the IIE BCom Honours in Strategic Brand Management delivered at IIE-Vega, subject to meeting the admission requirements.

## Admission requirements

| Minimum Admission Requirements |   | English  | Maths/HG | Math Lit/SG/ Technical Maths | Notes  |
|--------------------------------|---|--|----------|------------------------------|--|
|                                | NSC: Bachelor's Degree pass with  | 30%  | 40% or   | 60%                          | A minimum of 30% in LoLT on NSC/ SC(a) OR with a min. of 33.3% on SC.                            |
|                                | NC(V): Bachelor's Degree pass with  | 50%  | 50% or   | 60%                          |  |
|                                | SC: Endorsement with  | 33.3%  | 40% or   | 60%                          |  |
|                                | SC(a): Bachelor pass with   |  | 40% or   | 60%                          |  |
|                                | International   | An USAf Exemption Certificate is required and meeting the relevant Maths and English requirements. |          |                              |  |
|                                | A cognate Higher Certificate or cognate 240 credit Diploma OR an Advanced Certificate OR 360 credit Diploma or Degree 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. |

Should you have any other school leaving qualification not mentioned above, please reach out to a contact navigator.

Please note that this fact sheet is accurate at the time of publication. The Independent Institute of Education (The IIE) reserves the right to alter any of the content prior to commencement of registration due to changes in regulation, policy, market requirements, or any other valid reason.



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## Career opportunities

Strategic Planner | Entrepreneur | Product/Marketing/Brand Manager | Account Manager | Business Consultant | Brand Strategist | Marketing Manager | Channel Planner | Brand Auditor

### 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.

### 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.

### Device and Connectivity Specifications Required for Online Study

- Reliable internet connection (we recommend 5-10 GB of data per month and an internet speed of at least 0.15 Mbps).
- Desktop PC or laptop with at least an i3 processor and 4GB RAM memory.
- Windows 8 or macOS 10.15 (Microsoft Office 365 is available as a free download for IIE students), and Google Chrome, Microsoft Edge Chromium or Firefox.
- A working webcam and microphone.
- An uninterrupted power supply is also highly recommended.

*Exams are written at an exam centre and in some instances online. These details will be specified in your programme assessment schedule.*

### 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.

### Where assessments are written in person

- For students based in South Africa, online students may select any campus of The IIE's Varsity College, Rosebank College, Vega, or IIE MSA as their Examination Centre.
- An alternative examination centre is only permissible for students studying abroad and those located in a province of South Africa where there is no IIE campus. If there is no IIE campus within reach, an alternative venue will need to be sourced by you. For non-IIE venues, there is an alternative venue levy per module.

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

- Prescribed textbooks are available for online purchase.
- Distance students need to commit to approximately 12 -15 hours a week for distance engagement (most of which is after hours) with material and assessments to succeed.

*Please note synchronous sessions generally take place after hours.*

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