

**For the  
creators.**

**Brand Management.**



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

**Degree      Full-Time**

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.

**Design.  
Brand.  
Business.**

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

Vega is an educational brand of The Independent Institute of Education (Pty) Ltd.



# IIE Bachelor of Commerce in Strategic Brand Management

3 Years Full-Time | NQF Level 7 | 360 Credits | SAQA ID: 93948

## 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
CRDE5111	Creative Development 1	15	IMME5112	Introduction to Micro and Macro Economics	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
BMAN6221	Business Management 2A: Entrepreneurship	15	BMDM6221	Brand Management 2: Developing Markets and Consumer Behaviour	15
BMCP6211	Brand Management 2: Channel Planning	15	BMNG6222	Business Management 2B	15
ECBB6221	Economics in Brand Building 2	15	PINN6222	Practice of Innovation	15
FMSB6221	Financial Management for Strategic Brand Management 2	15	XBRC6222	Brand Activation	15

Year 3					
Semester 5			Semester 6		
Code	Module Name	Credits	Code	Module Name	Credits
BMBS7311	Brand Management 3A: Strategy	15	BMBE7322	Brand Management 3: Strategic Brand Evaluation	15
BMNG7321	Business Management 3A	15	BMNG7322	Business Management 3B	15
DIBS7311	Digital Brand and Business Strategy	15	REPR7312	Research Practice	15
INRS7321	Introduction to Research	15	XBRC7322	Brand Challenge	15

## Career opportunities

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

## Timetables

This qualification is aimed at students who wish to complete full-time face-to-face studies for the duration of their qualification. This means that students are expected to be available throughout the day for class in the academic year depending on how the timetable is structured. Students may also be required to write assessments or submit coursework or assignments outside of normal class time. Students who would like to pursue part time employment opportunities outside of the academic programme must prioritise their studies and avoid committing to work schedules until after they have received their timetables and academic calendar from the institution. Students must also note that timetables remain subject to change throughout the academic year.

## 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 pass with	30%	40% or	60%	A minimum of 30% in LOLT in NSC/SC(a) OR with a min. of 33.3% in SC.
NC(V): Bachelor 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.  
THE IIE IS ACCREDITED AS AN INDEPENDENT HIGHER EDUCATION INSTITUTION BY THE BRITISH ACCREDITATION COUNCIL.