

# For the creators.



**Brand Management.**



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

**Degree**

**Distance**

**Design.  
Brand.  
Business.**

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.



# IIE Bachelor of Commerce in Strategic Brand Management

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

## Career opportunities

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

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.

## 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.

## 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
INRS7321	Introduction to Research	15	REPR7312	Research Practice	15
BMNG7321	Business Management 3A	15	BMNG7322	Business Management 3B	15

## 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.

# 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.

## 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 challenges 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

- The appropriate technology equipment and tools are essential to succeed in distance study.
- A reliable internet connection (we recommend 5-10 GB of data per month), your own device with at least 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.
- An uninterrupted power supply is also highly recommended.
- Software license requirements: Year 1: Adobe Photoshop CC 2018.
- 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 will be 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 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.

## Examination centre options for assessments written on campus

- From 2024, we are planning to potentially enable you to write some of your exams online, which will be invigilated.
- Your device needs to fulfil the minimum requirements as above with internet connectivity, a working webcam and audio recording ability, with battery life sufficient for the exam duration in case of power outage once the exam has started.
- Whilst Android devices and tablets can be used for your studies, they cannot be used for online exams.
- You are responsible for making contingency plans in case of planned power outages.
- You need to be alone in a quiet environment for writing your exams online.
- Selected final semester exams as indicated on your Programme Assessment Schedule (PAS) may be written online, at an IIE campus, or at an approved exam centre where appropriate.

## Where assessments cannot be written online or students do not have access to an appropriate device

- 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.



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