

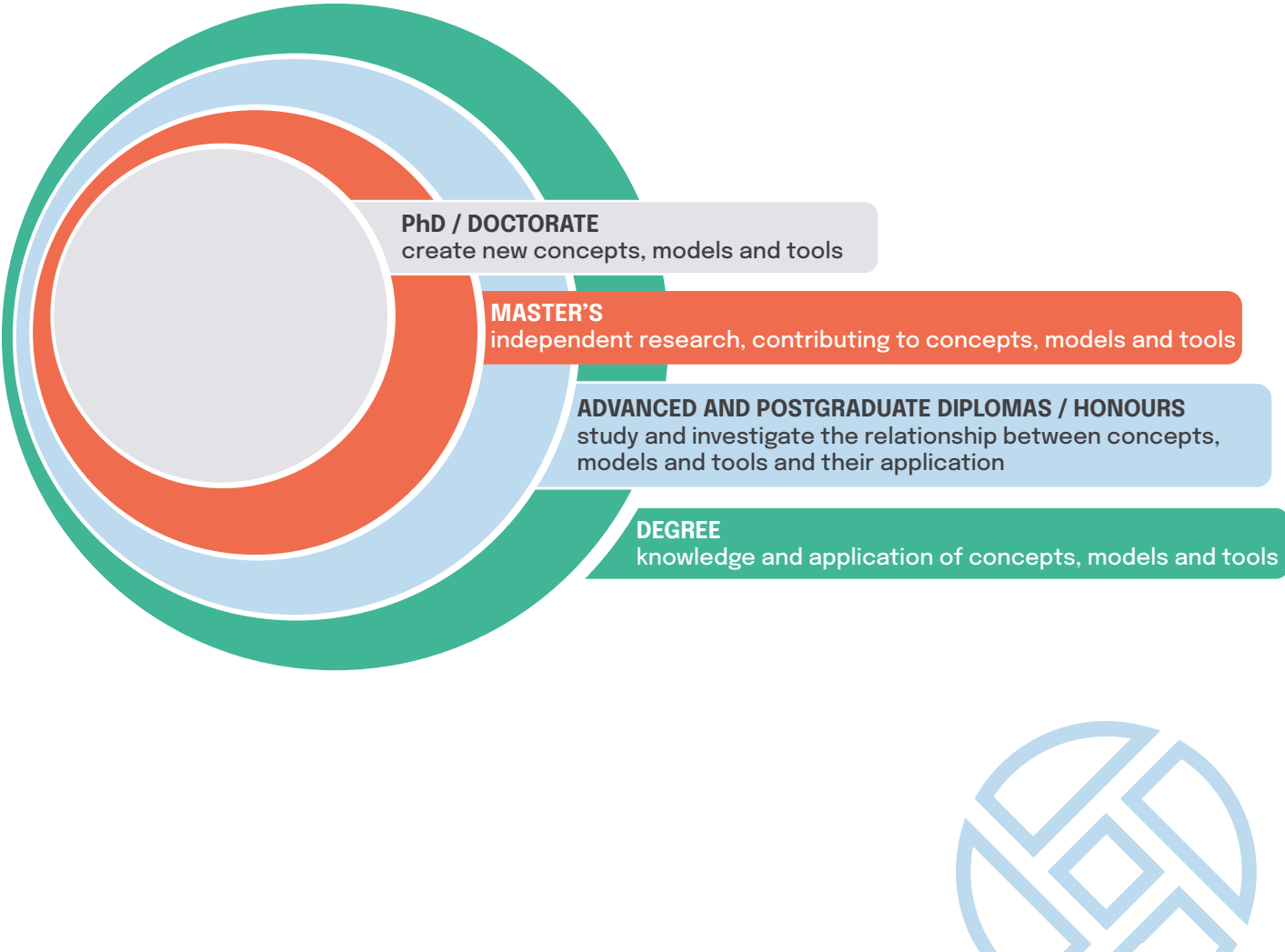
For the creators.

Postgraduate
studies with the
future in mind

vegaschool.com



The evolution of thinking and doing through IIE-Vega postgraduate studies



PhD / DOCTORATE

create new concepts, models and tools

MASTER'S

independent research, contributing to concepts, models and tools

ADVANCED AND POSTGRADUATE DIPLOMAS / HONOURS

study and investigate the relationship between concepts, models and tools and their application

DEGREE

knowledge and application of concepts, models and tools

Charting your way to the top - An interview with our head of Postgraduate Studies

The good news from the jobs marketplace is that top companies are again starting to search for top talent after 2020's hiring hiatus. But important for young professionals as well as students in fields such as design, brand strategy, communication and business to know right now, is that they need to be very clear about their talent trajectory and the skills companies are looking for, because the competition for plum positions is fiercer than ever. "Your studies will be a major investment of time and money, and it is important to understand right from the start where you want to go, and what will be required of you to get there," says Dr Carla Enslin, co-founder and Head of Postgraduate Studies and Research at The Independent Institute of Education's Vega.

She says prospective students too often sign up for a first degree, and then think they'll consider what comes next at a later stage. But it is very important to understand right from the start what the point of a first degree, and then later qualifications will be, as it is not merely a case of notching up one qualification after the other. Each degree has a specific function, which relates to specific competencies required for progressively more senior roles. "Top talent is in high demand, always has been and always will be, but if you are aiming to become a leader in your industry, you have to prepare yourself to not just compete FOR a position, but AGAINST other very talented people who are just as ambitious as you," she says.

"So if you are determined to be successful in your career, you have to determine from the start what your approach is going to be, by researching what companies want and then matching that to the qualifications and the institution that will get you there."

Dr Enslin says before embarking on higher education, or studying towards a postgraduate degree, prospective students should understand the point of various degrees, and how each degree builds on the next.

FIRST DEGREES AND DIPLOMAS:

Your first degree or diploma will equip you with the toolkit you need to be able to do certain tasks, and enable you to become competent in delivering on the key outputs in line with these tasks.

HONOURS DEGREES:

When competency has been achieved in terms of the toolkits acquired in the first qualification, an honours degree allows you to level up by learning how to use different tools at once, and particularly in relation to one another. This brings a new level of maturity within the field.

MASTER'S DEGREES:

A master's degree develops the art of being able to synthesise and develop independence in a field. Instead of just being able to competently develop an identity for a brand, now you start to be able to stretch a brand's identity into mergers and acquisitions and product portfolios.

DOCTORATES:

Doctorates enable you to contribute to thought leadership and development of the field. The goal is to make an original contribution of significant value to practitioners and researchers in the field. "So before setting out on your studies, or when considering postgraduate study, understand where it is that you want to go and how your degree will enable you to get there. Your first point of call is to understand what companies are expecting, and then determine what you need to study and where so that you can ultimately build towards becoming the candidate that can fulfil those expectations."

Dr Enslin says companies today seek truly talented, innovative, and original solutions to challenges and will work hard to find qualified, distinguished and talented professionals with a proven track record to fill key positions.

"The point is, you are going to have to level up if you want to reach the top. Even for junior positions, companies interview a range of talented individuals. So yes, many are mindful of getting a job, but in today's world, you need to be mindful of what it will require to land a position amid tough competition.

"So do your homework – investigate the websites of top companies and see what they require from candidates in specific positions. And then speak to industry insiders. Find out which qualifications and institutions are rated in that industry. Speak to alumni from these institutions, and speak to the institutions and their programme leaders about the insight and skills you will acquire.

Dr Enslin says the aim of studies is for one to mature in that one thing you are able to do uncommonly well. "Be true to your core interests and the value that you wish to add. Uncover in concrete terms what it is that you do uncommonly well. Explore the industries, firms, learning institutions and programmes that will enable you to genuinely stretch and develop your uniqueness".

"There is tremendous opportunity out there. But harnessing this opportunity requires you to devise a solid strategy based on where you want to go, and how you will best be able to get there."

Dr Carla Enslin, IIE-Vega Co-founder
IIE-Vega Head of Postgraduate Studies and Research



Why IIE-Vega?

We believe design, brand and business can change the world.

We fully merge our training in strategy, creativity and innovation.

IIE-Vega graduates creative solution seekers able to take on complex brand challenges in business and society.

IIE-Vega's signature Brand Challenges, Design Projects and Research Studies expose students to real conditions, real professionals, real time.

IIE-Vega postgraduate students learn to successfully collaborate in diverse teams.

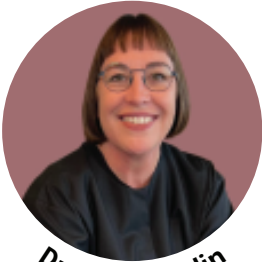
We have a 24-year legacy of academic excellence and growth.

IIE-Vega graduates hit the ground running.



**IIE-Vega is where creativity
and strategy meet.**

Navigators



Dr Carla Enslin

Academic Head

Navigational Scope: Lead IIE Vega's academic team and manage the Master's and PhD programmes.

Field of expertise: Brand identity and alignment strategy; research, supervision, consulting, coaching and training.



Dr Ria van Zyl

Head of Programmes

Navigational Scope: Head IIE-Vega's programme development team. Academic manager of honours in interior, graphic and design leadership.

Field of expertise: Research methodology, design research, practice-based research and supporting individuals in personal research.



Dr Lailah Imandin

Head of Research

Navigational Scope: Manage the research capacity and skills of academic staff to achieve research output.

Field of expertise: Strategic management, business administration, research methodology, employee engagement.



Michele O' Hara

Portfolio Head: Brand Communications

Navigational Scope: Programme offerings in undergraduate and postgraduate brand communication studies.

Field of expertise: Insight-led strategic development and shared value creation.



Dr Willy Engelbrecht

Dean: Research and Postgraduate Studies

Navigational Scope: The IIE Academic Head responsible for leading, managing and developing the quality of postgraduate qualifications as well as navigating and supporting institutional research output.

Field of expertise: Tourism, management, strategy, marketing, educational leadership, supply chain and higher education.



Dr Wilhelm Neuland

Portfolio Head: Brand Management

Navigational Scope: Academic manager of all commerce undergraduate and postgraduate degree programmes.

Field of expertise: Strategic management, leadership, small business management and coaching, supervision.

IIE QUALIFICATIONS



IIE Advanced Diploma in Brand Innovation

18 Months Part-Time IIE Distance (Online)
NQF level 7 | 120 credits | SAQA ID: 73369

The IIE Advanced Diploma in Brand Innovation focuses on the development of applied competence in innovative thinking and brand building. Students gain insight into the strategic components that contribute to sound brand building; the practice of research in the real world and the nature of innovation in building healthy organisations.

Modules

The Principles of Strategic Thinking
Integrated Brand Communication Management
Research and Market Intelligence
Context Planning and Channel Innovation

IIE Postgraduate Diploma in Futures Thinking

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

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.

Modules

Principles of Brand Building
Principles of Futures Thinking
Futures Thinking for Brand Building
Applied Futures Thinking
Change Management for Brand Ecosystems
Research Methodology

IIE Postgraduate Diploma in Brand Building

1 Year Full-Time On Campus or
2 Years Part-Time IIE Distance (Online)
NQF level 8 | 120 credits | SAQA ID: 111309

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.

Modules

Principles of Brand Building
Brand and Business
Brand Contact and Communication
Research Methodology
Channel Planning and Digital Media
Integrated Planning for Brand Building



IIE Postgraduate Diploma in Instructional Design

18 Months Part-Time IIE Distance (Online)
NQF Level 8 | 120 Credits | SAQA ID: 119824

The Postgraduate Diploma in Instructional Design prepares individuals from different fields such as education, corporate learning and experience design with the knowledge and skills to plan and design engaging, user-centred learning material and experiences. You will learn how to create face-to-face, online and blended learning solutions. The course covers the theoretical foundations and learning contexts for formal education, short courses and the corporate sector. You also get the opportunity to build a portfolio of evidence using innovative design thinking and different teaching media and approaches. This qualification allows you to explore various career opportunities in the Instructional Design field.

Modules

Approaches to Teaching and Learning in Africa
Instructional Design and Innovation
Multimodal Content for Online Learning
Instructional Design Research
Project Management for Instructional Design
Instructional Design Project

IIE Postgraduate Diploma in Digital Strategy

2 Years Part-Time IIE Distance (Online)
NQF Level 8 | 120 Credits | SAQA ID: 119823

Digital transformation, throughout the world and especially in Africa, has prompted organisations to focus on digital initiatives for greater visibility in the market and resultant profitability and equity. The IIE Postgraduate Diploma in Digital Strategy 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, and is looking to adopt a digital approach to brand-business strategy.

Modules

Principles of Brand Building
Digital Channel Planning
Digital Experience Design
Creativity Skills
Digital Strategy Implementation and Measurement
Research Methodology



IIE Bachelor of Arts Honours in Strategic Brand Communication

1 Year Full-Time On Campus or
2 Years Part-Time IIE Distance (Online)
NQF level 8 | 120 credits | SAQA ID: 98012

The IIE BA Honours in Strategic Brand Communication explores the nature of creative and strategic thinking and the development of innovative and accountable communication strategies for brand building.

Modules

Brand and Brand Building
Brand Communication Strategy and Planning
Channel and Media Planning
Practice of Brand Building
Research for the Human Sciences

IIE Bachelor of Arts Honours in Interior Design

1 Year Full-Time On Campus
NQF level 8 | 120 credits | SAQA ID: 99784

The IIE BA Honours in Interior Design builds upon the IIE BA in Interior Design to expand and deepen the student's research skills, design knowledge, and design ability to prepare them for professional life as a senior interior designer or design lecturer. Students learn to challenge conventional design thinking and develop refined and innovative design methodologies that consider the impact and effectiveness of proposed interior solutions.

Modules

Interior Design Discourse
Interior Solution Design A and B
Design Research
Interior Design Professional Practice

IIE Bachelor of Commerce Honours in Strategic Brand Management

1 Year Full-Time On Campus or
2 Years Part-Time IIE Distance (Online)
NQF level 8 | 120 credits | SAQA ID: 96079

This IIE Honours programme investigates and applies strategic models and tools to the practice of innovative and cost-effective brand management, founded on robust financial and economic principles.

Modules

Brand and Brand Building
Strategic Brand Management and Leadership
Financial, Economic and Legal Aspects
Practice of Brand Building
Research for the Business Sciences

IIE Bachelor of Arts Honours in Design Leadership

1 Year Full-Time On Campus or
2 Years Part-Time IIE Distance (Online)
NQF level 8 | 120 credits | SAQA ID: 118641

The IIE Bachelor of Arts Honours in Design Leadership is where design, creativity and innovation meet. Equipping graduates with the theory and practical knowledge to make a real impact as Creative Directors, Senior Designers, Design Entrepreneurs and Design Leads. The magic of design lies in collaboration where students engage in a number of creative projects, as well as part of interdisciplinary teams. Design Leadership graduates learn to sharpen and expand their thinking to be wholly human-centered.

Modules

Design Leadership
Design Strategy and Management
Solution Design
Collaborative Design
Design Research





IIE Master of Arts in Creative Brand Leadership

2 Years Part-Time On Campus
NQF level 9 | 180 credits | SAQA ID: 90621

This is an entirely research-based qualification where the completion of a dissertation is the outcome, along with the preparation of an article for publication in a peer reviewed scientific journal. Candidates engage with research, critical thinking, argument development and academic writing at an advanced level.

IIE Doctor of Philosophy in Brand Leadership

2 Years Full-Time or
3 Years Part-Time IIE Distance (Online)
NQF level 10 | 360 credits | SAQA ID: 110825

The IIE Doctorate of Philosophy in Brand Leadership is the first brand-specific doctoral qualification in South Africa focused on the niche field of Brand Leadership. It breaks new ground, both locally and internationally. The unique focus on Brand Leadership addresses a particular social and economic imperative – the need for innovation by brands with shared stakeholder value and values-based leadership to create developmental opportunities for communities, organisations and the environment. Graduates will extend the forefront of the academic discipline and research which aims at achieving immediate impact on professional and academic practice through the inclusion of unique African perspectives and local knowledge resources. **This is an entirely research-based qualification where the completion of a thesis is the final outcome, along with the preparation of an article for publication in an appropriate peer-reviewed journal.**

**visit vegaschool.com
for entry requirements**

IIE Master of Commerce in Strategic Brand Leadership

2 Years Part-Time IIE Distance (Online)
NQF level 9 | 180 credits | SAQA ID: 111305

This IIE programme provides marketing and business managers and executives with the brand-business leadership competence required to further their careers to senior executive level. The master's programme engages students in innovative strategic brand-business leadership for business growth and sustainable future brand-business performance in local-, emerging and global economies, with a strong focus on problem-solving and decision-making. This qualification is designed to prepare students for leadership roles in private, government and NGO sectors. **The IIE Master of Commerce in Strategic Brand Leadership consists of a coursework component followed by a minor dissertation. The coursework modules focus on contemporary manifestations in the respective disciplines of brand, strategy and leadership. The dissertation will allow you to approach an industry-related problem from a scientific, scholarly angle.**

The IIE Master of Commerce in Strategic Brand Leadership consists of five modules. Four core modules, including the research component comprising of the mini-dissertation, and one elective module out of a possible two elective modules.

Year 1 modules

- SLP: Research Proposal Writing
- Advanced Brand Strategy
- Advanced Business Strategy
- Advanced Brand-Business Leadership

Year 2 module

- Mini-Dissertation

One elective module

- Brand-Business Leadership in Emerging Economies OR
- Brand-Business Performance Management and Valuation



Alumni

Maresa Maartens

What IIE postgraduate qualification did you study at IIE-Vega?

IIE BA Honours in Interior Design

Current company and title?

Junior Interior Designer

How did IIE-Vega prepare you for your current role?

IIE-Vega prepared me for my current role as an interior designer by providing a solid foundation of knowledge needed to operate in the industry. They helped me develop a strong understanding of design principles needed to create beautiful yet functional interior spaces. And I think besides helping me improve my technical skills and knowledge, the lecturers at IIE-Vega are more than just lecturers. They truly mentor students and push the students to reach their highest potential. Studying at Vega definitely ignited within me a passion for interior design and design in general. The sky's your limit!

Why should someone do their postgrad at IIE-Vega?

I encourage students to pursue their honours/postgrad at IIE-Vega because the lecturers truly guide you through the entire course. The honours/postgrad program will push you to reach your full potential, as it allows for critical thinking, problem-solving, and independent research. My honours year was the most enjoyable year of my degree, as I learnt so much about the industry. The honour/postgrad programs provide a more in-depth study in the field you choose to pursue. IIE-Vega does not treat students as just another number, they care about their students and have the student's best interests at heart.

What is your undergrad and which public university or private tertiary did you complete it at?

My undergrad is IIE BA in Interior Design and I completed my degree at IIE-Vega PTA, and thoroughly enjoyed it, might I add.



Daniëlle Beetge

What IIE postgraduate qualification did you study at IIE-Vega?

IIE BA Honours in Graphic Design

Current company and title?

I am currently working for Adapt IT's education division as the UX Designer. Currently we are working on reimagining the business system processes of universities within South Africa. Our end goal is to improve the country's tertiary educational system by looking at the source.

How did IIE-Vega prepare you for your current role?

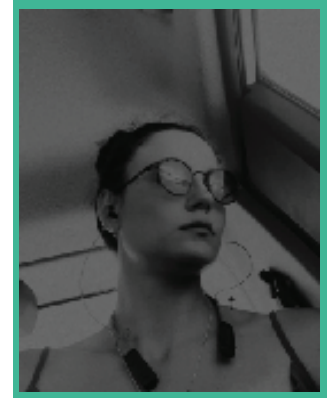
If I am being really honest, it was my one lecturer. Shoutout to Carmen Gunkel, who really shaped my way of thinking. Not seeing a design project for what it is but to look deeper, asking questions as to find out the route of the need or problem. In essence embracing critical design thinking.

Why should someone do their postgrad at IIE-Vega?

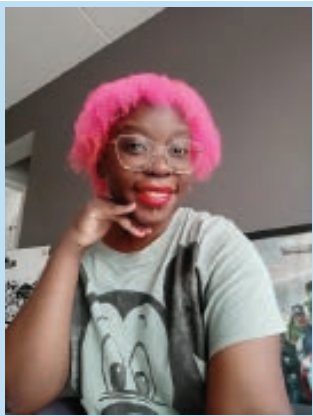
Carmen might have sparked the flame towards adopting a critical design thinking approach however through studying my postgrad it gave me the tools and insight on applying it as part of my daily processes. It really, for me, just shaped my way on how I approach and see design as well as how I communicated and educated others on the value design can bring.

What is your undergrad and which public university or private tertiary did you complete it at?

I studied both my IIE BA Graphic Design and IIE BA Honours in Graphic Design at Design School of Southern Africa (a.k.a DSSA and now known as IIE-Vega).



Endria Chipangula



What IIE postgraduate qualification did you study at IIE-Vega?

IIE BA Honours in Graphic Design

Current company and title?

I am currently busy as a business owner, CEO, Graphic Designer, Art Director, and Creative Director, while keeping my options open for employment. The business is currently in its infancy, the world is not aware of it yet, but I am confident that it will benefit many creative professionals, both employed and unemployed.

How did IIE-Vega prepare you for your current role?

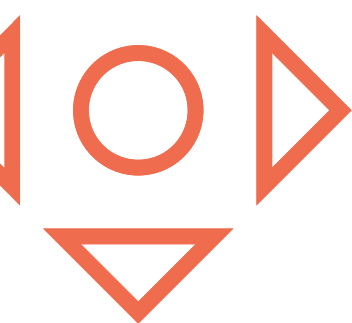
IIE-Vega provided me with the opportunity to discover more about my skills, whether hidden or not. My passion for research, design, and people did not fully manifest itself until after completing my Honours degree, since I was still trying to find my way into the professional world.

Why should someone do their postgrad at IIE-Vega?

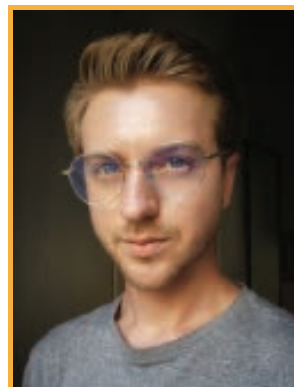
This is a great opportunity for those who are working their way into the working world or re-discovering their passion for a particular industry.

What is your undergrad and which public university or private tertiary did you complete it at?

I completed my undergraduate degree in Graphic Design, at Pearson Institute, now known as Eduvos.



Jochie Schoeman



What IIE postgraduate qualification did you study at IIE-Vega?

IIE BCom Honours in Strategic Brand Management

Current company and title?

I currently work in Sales as an Assistant Branch Manager for Italtile Retail. I started at Italtile as a Sales Intern and hope to keep growing.

How did IIE-Vega prepare you for your current role?

What stuck with me the most, is the different ways of thinking that can be applied to help my team and I thrive. For example, applying design thinking principles during our brainstorming sessions.

My time at IIE-Vega also prepared me to work in a fast paced environment. I was surrounded by a pool of talent and my peers inspired me every day.

I'm appreciative of IIE-Vega lecturers - it was a privilege to learn from industry experts. I want to keep pushing the boundaries and making my mark in the creative world. Receiving a Pencil Award for the IIE BCom Honours in Strategic Brand Management gave me a big confidence boost and I'm truly grateful for the experience.

Why should someone do their postgrad at IIE-Vega?

I'd recommend IIE-Vega to anyone with a creative flair who's interested in or currently in business/branding/design.

I chose IIE-Vega for my honours as it aligned with my future aspirations. I've always been interested in studying Branding and wasn't able to do so at a traditional University.

What is your undergrad and which public university or private tertiary did you complete it at?

I completed my undergraduate degree in Marketing Management (BCom) at the University of Pretoria. It may be a cliché, but I had the best 3 years as a Tuks student. Changing over to Vega was initially purely out of curiosity and choosing a more focused path towards what I love. Safe to say I made the right choice.



Refentse Malatjie



What IIE postgraduate qualification did you study at IIE-Vega?

IIE BA Honours in Strategic Brand Communication

Current company and title?

I am Refentse Malatjie, I am a Strategic Planner at Joe Public United an award winning independent and locally owned integrated brand communication group.

How did IIE-Vega prepare you for your current role?

IIE-Vega prepared me for industry and my role by exposing me to tools and techniques that allow one to shape their strategic mind and develop an informed opinion to how they see things. IIE-Vega also prepared me for my role through relevant content and practicals that give one an overview of what to expect in industry, how to approach briefs, and understanding the process and procedures of how integrated brand communications campaigns come together. Being able to see the end from the beginning. IIE-Vega also prepared me for my role by developing hard and soft skills such as critical and objective thinking to be able to think about the world as we see it, the role of brands in the world as we see it, and how we connect with audiences with a clear out perspective to create work that stands out.

Why should someone do their postgrad at IIE-Vega?

Having completed my IIE Bachelor of Arts Honours in Strategic Brand Communication, I would say one should do their honours at IIE-Vega as the programme develops you to create and build structured viewpoints and arguments on topics and passion points that aren't only relevant in the world we live in, but to you as someone aspiring to get into industry as is the case with me and learning more about the philosophy of brand strategy and some of the worlds iconic brands.

What is your undergrad and which public university or private tertiary did you complete it at?

I completed my undergraduate degree at the IIE-Vega School whereby I completed a IIE Bachelor of Arts in Strategic Brand Communication (Cum Laude).



Christy Nell



What IIE postgraduate qualification did you study at IIE-Vega?

IIE BA Honours in Strategic Brand Communication

Current company and title?

I am a Brand Strategist at Design Bride and Partners, part of the Ogilvy SA family.

How did IIE-Vega prepare you for your current role?

The BA Strategic Brand Communications Honours taught me how to read, think, and write like a creative strategic problem solver. The course taught me how to define a tangible problem and find a succinct solution to improve the lives of consumers.

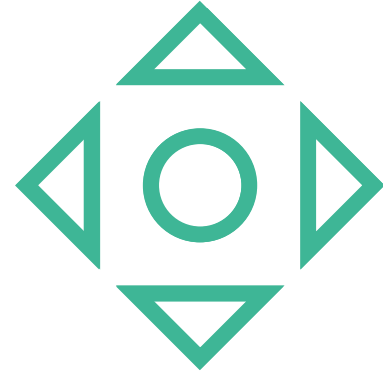
Why should someone do their postgrad at IIE-Vega?

All of us have some sort of creative capability. I was always told I am creative, but I could not draw, or sing, or make anything pretty. IIE-Vega helped me understand that my creativity was in the way I think. They helped me identify my strategic ability and nurtured me to grow my creative capability.

What is your undergrad and which public university or private tertiary did you complete it at?

My undergrad was a BA in psychology. I studied in the USA at Kent State University on a track & field scholarship. (I had no idea what I wanted to do with my life and owe everything to my mom for convincing me to do my post-grad at IIE-Vega!)





Chelsea Leigh Johnson

What IIE postgraduate qualification are you currently studying?

IIE MCom in Strategic Brand Leadership

Current company and title?

Junior Brand Manager at Coronation Fund Managers.

How did IIE-Vega prepare you for your current role?

Coronation Fund Managers operates in the highly competitive asset management industry and as a result the organisation places great demands on attracting the best and brightest minds who consistently deliver high performance for our clients. In order to hold my own with these talented individuals I've had to go beyond the realm of an exceptional work ethic and have used the strategic and systems thinking that IIE-Vega encourages. In our world parallel processing is an expectation and I've been lucky to have been exposed to that type of thinking rather than only sequential reasoning.



Why should someone do their MCom at IIE-Vega?

My view is that IIE-Vega gets the ideal balance between the key elements that a marketing professional needs to add value in the real world of business. Whether it is an understanding of markets or the manner in which one needs to blend one's creativity with the need to reach our clients in a competitive financial services market, I have managed to engage with our lecturers who have real-world experience and who provide much more than only academic insight. This is probably the biggest differentiator that IIE-Vega has in comparison with its peers, and I'd recommend the course unreservedly.

What is your undergrad and which public university or private tertiary did you complete it at?

B.Com Management Studies – specialising in Marketing. University of Cape Town

B.Com Honours in Strategic Brand Management (Cum Laude) – IIE-Vega Cape Town

B.Com Masters in Strategic Brand Leadership (Current) – IIE-Vega Cape Town



Deveney Smith

What IIE postgraduate qualification are you currently studying?

IIE MCom in Strategic Brand Leadership

Current company and title?

I am the Brand Manager at sweetbeet. My role involves creatively directing and managing the brand to drive brand equity. This includes digital marketing, content creation, trade marketing, PR, and events management.

How did IIE-Vega prepare you for your current role?

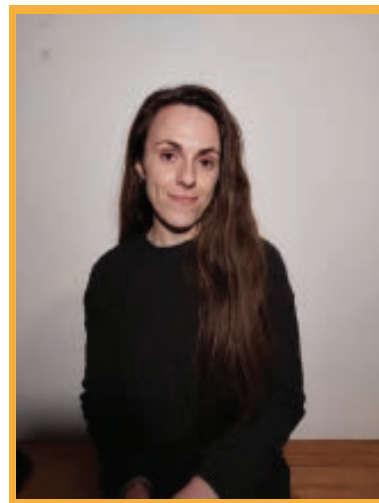
The course-based structure of the MCom provides relevant, robust insights that directly translate to the brand and business world. The structures extend beyond mere hypothetical application to develop critical thinking with deep insight and useful application.

Why should someone do their MCom at IIE-Vega?

The content is not only relevant to the contemporary business environment but maintains the concept of branding as the core focus. It consistently provides applicable learnings to someone in the brand and marketing space, making for an exceptionally streamlined qualification.

What is your undergrad and which public university or private tertiary did you complete it at?

I completed both my BCom Marketing Management and BCom Honours in Marketing Management at Unisa.



Michelle Wolfswinkel

What IIE postgraduate qualification did you study at IIE-Vega?

IIE MA in Creative Brand Leadership

Current position and title?

Business and Brand Management Academic, Researcher, Online Learning Designer and Lecturer MW Academia. I completed my IIE Master's in Creative Brand Leadership at IIE-Vega (Cum Laude).

How did IIE-Vega prepare you for your current role?

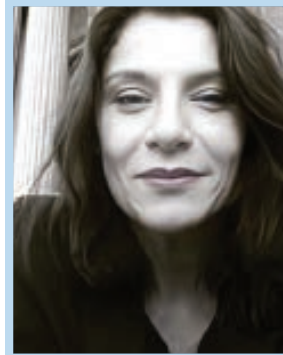
I work with a wide range of academics, helping them to tailor their course content to the online environment. Many are Drs and Profs, brilliant minds. I learnt the art of deep, curious enquiry at IIE-Vega. Of getting to the idea behind the idea. Of taking the bla bla and packaging it into the boom. It's a skill I use as I take the complex learning material from my colleagues and wrestle with it, understand it and boom it into an online format.

Why should someone do their MA at IIE-Vega?

I think IIE-Vega teaches you to think. I know that's what all universities are supposed to do, but I believe IIE-Vega does this best. It's less about the stuff you produce during your hons and more about an open mind filled with questions.

What is your undergrad and which public university or private tertiary did you complete it at?

I have a BA in Languages, BA in Psychology and BA Hons in Psychology, from the University of Stellenbosch.



Chris Luyt

What IIE postgraduate qualification are you currently undertaking?

IIE Doctor of Philosophy in Brand Leadership

Current position and title?

My career has equipped me with extensive experience in marketing management, client services, distribution management, brand building and strategic marketing and I have a diverse background in corporate and entrepreneurial businesses.

Why should someone do their PhD at IIE-Vega?

In my years as a marketing practitioner I had the privilege of working with young talent from a range of tertiary institutions. The students from IIE-Vega left a lasting impression. This made me curious in my search for a 'home' to do a Doctorate degree. I was specifically looking for an institution with a proven track record, integrity, competent mentors and a solid intent to see the student journey through - academically and personally. I found it. Vega's specialised research facilities, experienced faculty and supportive academic environment made the choice easy.

What and where did you study before you did your PhD?

I started with a Bachelor's degree in Politics and Economics BA(Pol-sci) from the University of Pretoria. It was the early 90's and the start of the information revolution which then led me to read an honours degree in Information Science.

BA-Hons (Info-sci). Entering the workplace I also did a diploma in Labour Relations and qualified as a ISO9000 internal quality auditor. Valuing process engineering, project management and risk management I completed my MBA at the University of Pretoria (Gibs alumnus). The electives I chose was Marketing and Finance. Specialising in strategic brand management, I wrote the Chartered Marketer board exams at Wits and qualified as a CM(SA). I also attended Executive Education programmes at Harvard University in the USA, and at IMD in Switzerland.





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