

**For the
creators.**



**Design.
Brand.
Business.**



IIE Postgraduate Diploma in Brand Building

Postgraduate Diploma

Full-Time

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.

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IIE Postgraduate Diploma in Brand Building

1 Year Full-Time | 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

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.

Modules

Year 1					
Semester 1			Semester 2		
Code	Module Name	Credits	Code	Module Name	Credits
BRBU8431	Brand and Business	20	CPDM8412	Channel Planning and Digital Media	20
PRIB8421	Principles of Brand Building	20	IPBB8412	Integrated Planning for Brand Building	20
BCOC8431	Brand Contact and Communication	20	RMET8439	Research Methodology	20

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.

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 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.

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.

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.

Admission requirements

Minimum Admission Requirements
A HEQSF Level 7 Bachelor's degree; **OR**
An Advanced Diploma; **OR**
An equivalent NQF Level 7 qualification

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

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.

THE INDEPENDENT INSTITUTE OF HIGHER EDUCATION
IIE
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