

**For the
creators.**

Brand Management.



IIE Higher Certificate in Brand Building Practice

Certificate

Full-Time

The IIE Higher Certificate in Brand Building Practice is an entry-level qualification designed to give the insight, skill, and academic support required to pursue degree studies in brand communication, brand building and management. The focus is on fostering critical thinking, fundamental branding knowledge, accounting skills, and developing students' creative confidence. This certificate programme contributes towards skills preparation and provides articulation into a relevant degree. The certificate provides a range of modules that develop academic literacy and digital literacy, as well as the creative and critical thinking skills required in an academic and industry environment. Modules combine theoretical as well as practical application, with an introduction to real-world experience of creative, business, and critical thinking skills.

**Design.
Brand.
Business.**

vegaschool.com

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



IIE Higher Certificate in Brand Building Practice

1 Year Full-Time | NQF Level 5 | 120 Credits | SAQA ID: 90658

Career opportunities

Junior member of a communication project team or provide access to further your studies in Brand Building Management, Digital Marketing, Strategic Brand Management, Strategic Brand Communication or Game Design.

Modules

| Year 1 | | | | | |
|------------|--|---------|------------|--|---------|
| Semester 1 | | | Semester 2 | | |
| Code | Module Name | Credits | Code | Module Name | Credits |
| BCDM5121 | Business Communication and Digital Media 1 | 15 | BBPF5112 | Brand Business Principles and Fundamentals | 15 |
| DIAL5111 | Digital and Academic Literacies | 15 | ICRD5122 | Introduction to Creative Development | 15 |
| ECON211 | Economics A Micro | 15 | INAC5111 | Introduction to Accounting 1A | 15 |
| IQT5111 | Introduction to Quantitative Thinking and Techniques | 15 | XBBP5122 | Work Integrated Learning | 15 |

Study further with IIE Pathways

The successful completion of the IIE Higher Certificate in Brand Building Practice enables you to progress into any one of the IIE Brand Management Undergraduate qualifications delivered at IIE Vega.

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 | | English |
|--------------------------------|---------------------------|--|
| | NSC: HC pass with | 30% OR |
| | NC(V): HC pass with | 40% OR |
| | SC: (without endorsement) | 33.3% OR |
| | SC(a): HC pass with | A minimum of 30% in LOLT in NSC/ SC(a) OR with a min. of 33.3% in SC. OR |
| | International | A SAQA Evaluation Certificate with NSC Level 4 equivalence with at least 30 % or equivalent for English. |

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.