

# For the creators.



Brand Communication.



## IIE Bachelor of Arts in Strategic Brand Communication

**Degree**  
**Distance**

Design.  
Brand.  
Business.

Acquire the kind of complex problem solving and strategic skills required to forge the paths that unlock the true potential of the brand. The IIE BA in Strategic Brand Communication equips students with the kind of strategic thinking and inspired planning skills that are in high demand across the brand communications industry. The programme develops crucial strategic skills required to identify, explore, analyse and solve pressing brand communication challenges through the development and implementation of innovative, original and accountable strategies.



# IIE Bachelor of Arts in Strategic Brand Communication

4 Years Part-Time Distance | NQF Level 7 | 360 Credits | SAQA ID: 91723

## Career opportunities

Brand and Communications Planner | Strategic Planner | Account Executive | Event Manager | Public Relations Planner | Sponsorship Planner | Channel/Media Planner | Digital Marketing Planner | Research Communication Manager | Internal Communication Manager

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 BA in Strategic Brand Communication 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 BA in Strategic Brand Communication enables you to progress into the IIE BA Honours in Strategic Brand Communication 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
BCDM5121	Business Communication and Digital Media 1	15	PRIN5112	Principles of Innovation	15
BCPM5111	Brand Communication Project Management A	15	SBCM5112	Strategic Brand Communication 1C	15
STBC5111	Strategic Brand Communication 1A	15	STBC5112	Strategic Brand Communication 1B	15

Year 2					
Semester 3			Semester 4		
Code	Module Name	Credits	Code	Module Name	Credits
CRST5121	Critical Thinking and Media Studies 1	15	BCPM5112	Brand Communication Project Management B	15
CONB6221	Consumer Behaviour	15	PINN6222	Practice of Innovation	15
STBC6211	Strategic Brand Communication 2A	15	STBC6212	Strategic Brand Communication 2C	15

Year 3					
Semester 5			Semester 6		
Code	Module Name	Credits	Code	Module Name	Credits
COSR6221	Sustainable Business Practice	15	XBRC6222	Brand Activation	15
SBCH6211	Strategic Brand Communication 2B: Channel Planning	15	CRST6222	Critical Thinking and Media Studies 2	15
INNM7321	Innovation Management	15	DIBB7322	Digital Brand Building	15

Year 4					
Semester 7			Semester 8		
Code	Module Name	Credits	Code	Module Name	Credits
EXBB7321	Experiential Brand Building	15	XBRC7322	Brand Challenge	15
INRS7321	Introduction to Research	15	REPR7312	Research Practice	15
STBC7321	Strategic Brand Communication 3A	15	STBC7322	Strategic Brand Communication 3B	15

\*If you wish to complete the undergraduate qualification in 3 years, please speak to your Contact Navigator.

### 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	Notes
NSC: Bachelor pass with	30% OR	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% OR	
SC: Endorsement with	33.3%	
SC(a): Bachelor pass with		
International	An USAf Exemption Certificate is required and meeting the relevant 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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