

**For the
creators.**

Brand Communication.



**Design.
Brand.
Business.**



IIE Bachelor of Arts in Strategic Brand Communication

Degree Full-Time

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.

vegaschool.com

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



IIE Bachelor of Arts in Strategic Brand Communication

3 Years Full-Time | NQF Level 7 | 360 Credits | SAQA ID: 91723



Modules

Year 1					
Semester 1			Semester 2		
Code	Module Name	Credits	Code	Module Name	Credits
BCDM5121	Business Communication and Digital Media 1	15	BCPM5112	Brand Communication Project Management B	15
BCPM5111	Brand Communication Project Management A	15	PRIN5112	Principles of Innovation	15
CRST5121	Critical Thinking and Media Studies 1	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
CONB6221	Consumer Behaviour	15	CRST6222	Critical Thinking and Media Studies 2	15
COSR6221	Sustainable Business Practice	15	PINN6222	Practice of Innovation	15
SBCH6211	Strategic Brand Communication 2B: Channel Planning	15	STBC6212	Strategic Brand Communication 2C	15
STBC6211	Strategic Brand Communication 2A	15	XBRC6222	Brand Activation	15

Year 3					
Semester 4			Semester 5		
Code	Module Name	Credits	Code	Module Name	Credits
EXBB7321	Experiential Brand Building	15	DIBB7322	Digital Brand Building	15
INN7321	Innovation Management	15	REPR7312	Research Practice	15
INRS7321	Introduction to Research	15	STBC7322	Strategic Brand Communication 3B	15
STBC7321	Strategic Brand Communication 3A	15	XBRC7322	Brand Challenge	15

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

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.

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.

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.