

IIE Master of Arts in Creative Brand Leadership

Vega School

2 Years Distance Master's | NQF Level 9
180 Credits | SAQA ID: 90621 | MACB0901

→ Online

Qualification Description

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. Candidates will thus gain the knowledge, skills and competencies identified by industry as critical for senior brand management and business leaders. Graduates will be well-prepared to direct and contribute to the innovation of brands to establish a purposeful and sustainable position for an organisation in the marketplace.

Who Is This Qualification Aimed At?

The IIE Master of Arts in Creative Brand Leadership is designed for individuals who are passionate about building meaningful, purpose-driven brands and advancing the field of brand leadership. It is ideally suited for professionals currently working in brand-related roles, as well as those aspiring to lead brand strategy, development, and innovation within organisations. Aligned with this vision, the IIE Master of Arts in Creative Brand Leadership aims to graduate a class of leaders who build brands of substance and scholars who are motivated to make a meaningful contribution to brand building research.



The IIE Master of Arts in Creative Brand Leadership will:

- Equip students with advanced research knowledge within the field of Brand Leadership in order to make a significant contribution in the field.
- Develop research discourse competence via active participation in seminars that include the academic community and peers as well as business and community stakeholders and thought leaders.
- Contribute scholarly research that is purposeful, challenge-led and responsive, thereby increasing the uptake of such research in industry practices and contributing to a developing society within an African context.

Admission Requirements

Minimum Admission Requirements	An appropriate HEQSF Level 8 Honours degree; OR		Notes
	A relevant Postgraduate Diploma or appropriate equivalent; OR		
	An appropriate Level 8 Bachelor's Degree (480 credits) may also be recognised as meeting the minimum entry requirements to a cognate Master's Degree programme.		
	International	A SAQA NQF L8 Evaluation Certificate in an appropriate field.	
	All applicants who are eligible for admission to the Master's in Creative Brand Leadership degree are required to register for the Proposal Development for Master's Studies (SRPW021). Successful completion of the Proposal Development for Master's Studies programme requires of applicants to complete and present a Research Proposal for approval at the Higher Degrees Committee. In order to register for the Proposal Development for Master's Studies programme, applicants develop and submit a relevant Statement of Intent for review and acceptance into the programme.		
Alternate Admission	Applicants who do not hold an undergraduate or postgraduate degree in the fields of Marketing, Branding or Communication but have graduated from the broader fields of Commerce and Arts may be considered. In these instances, the Statement of Intent must clearly reflect a research problem related to Creative Brand Leadership. These applicants will be required to attend a SLP in Brand and Marketing Management. This SLP will be completed concurrently with the Research Proposal Development Programme in order to be registered on the Master's in Creative Brand Leadership degree.		An overall qualification average of at least 65%, normally.

Scan the QR Code to learn more about Alternate Admission requirements for:
RPL | Mature Age Exemptions | USAf International Students | One module
outstanding from a Higher Certificate *If applicable.



Admission Procedures

- As part of the application process, candidates will need to submit a brief CV, full academic record of completed Undergraduate and Postgraduate NQF level 8 qualifications.
- Candidates who meet the admission criteria will be requested to complete a research Statement of Intent to be submitted within 4 weeks.
- The Statement of Intent will enable candidates to put forward thoughts and ideas of their chosen field of research as well as assess the feasibility of the candidate's research idea.
- The Statement of Intent is submitted to three expert reviewers for feedback. More than one feedback and submission cycle may be required.
- Candidates who are provisionally admitted, will register for the Proposal Development programme.
- The Proposal Development programme involves a series of research proposal writing workshops after which candidates are assigned a preliminary supervisor who will serve as a guide and mentor in the proposal development process.
- This programme also includes an academic eSeminar in which candidates present their research proposals. Two formal readers are appointed to review the proposal and provide feedback.
- Upon further crafting of the proposal, candidates submit the final proposal to The IIE Higher Degrees Committee (October/ November).
- Upon approval of the research proposal by The IIE Higher Degrees Committee, candidates can formally register for the IIE Master of Arts in Creative Brand Leadership. Candidates are then in a position to implement their research proposals, guided by their appointed supervisor/s. The community of Master's candidates and supervisors participate monthly in a dedicated discussion session and annually in an eSeminar to ensure continuous academic engagement and progress tracking.

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Curriculum Outline

All applicants who are eligible for admission to the IIE Master of Arts in Creative Brand Leadership Degree are required to register for the Proposal Development programme. To be formally registered for the IIE Master's qualification prospective candidates must have successfully developed a research proposal and received conditional ethics clearance for the proposed study.

A series of academic seminars will be held to support the development of the dissertation.

These seminars fulfil a dual role:

- to explore and guide research design and practice;
- to investigate key challenges, with expert industry input, in the field of creative brand leadership, which may cover topics such as leading brand innovation, building sustainable brands and building brands in developing markets.

Participation in the seminars is beneficial and will demonstrate an ability to apply one's mind and express meaningful opinions on key creative brand leadership challenges.

Curriculum Structure

Code	Module Name	NQF	Credits
SRPW021	Proposal Development for Master's Studies		
THCB9529	Dissertation	9	180

Further Study Pathways

The successful completion of the Emeris IIE Master of Arts in Creative Brand Leadership (MACB0901) enables you to progress into the Emeris IIE Doctor of Philosophy in Brand Leadership (DPBL1001).

Career Opportunities

This programme builds career pathways for those involved or interested in brand building positions.

System and Software Requirements

- Reliable internet connection (we recommend 5-10 GB of data per month and an internet speed of at least 0.15 Mbps)
- Desktop PC or laptop with at least an i3 processor and 4GB RAM memory
- Windows 11 or macOS 10.15 (Microsoft Office 365 is available as a free download for IIE students), and Google Chrome, Microsoft Edge Chromium or Firefox
- A working webcam and microphone
- An uninterrupted power supply is also highly recommended.

Graduation and Completion Requirements for This Qualification

In order to be awarded this qualification, you must have achieved a minimum final year mark of fifty percent (50%) for all modules in the curriculum.

As a distance (online) student, this qualification is structured to be completed over 2 years. The maximum time for completing a qualification full-time is double the minimum time associated with the qualification, and for part-time an additional year is allowed.

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What Are the Benefits of an IIE Distance (Online) Qualification?

The IIE's distance (online) delivery mode provides you with the agility of studying towards a tertiary qualification asynchronously, at different times from different locations. Distance students need to commit to approximately 20-25 hours a week for distance engagement (most of which is after hours) with material and assessments to succeed.

Here are some of the benefits you can expect:

- A sequenced online learning environment that allows you the ability to manage your learning experiences flexibly and autonomously.
- A learner guide designed to lead you through the module material and learning outcomes, empowering you to effectively pace your learning in preparation for assessments.
- Our Learning Management System is designed to break up your learning units into manageable sections which include various activities to support learning.
- Module expert online lecturers that facilitate module teaching and learning support through various technology enhanced mediums.
- Student Relations Navigators provide administrative and operational guidance and support throughout your academic journey.
- A professionally registered Student Wellness Manager/Counsellor available for short-term, primary counselling services. Additionally, the Student Wellness Manager/Counsellor hosts various webinars and virtual talks on topics that promote a balanced lifestyle as you pursue your academic goals.

How Will Emeris Support Your Online Learning as a Distance (Online) Student, and How Will It Help Prepare You for the Working World?

Our distance teaching and learning approach is designed to allow you the freedom to self-govern your learning experiences according to your individual needs. You are at the centre of your own learning journey, and by offering curated engagement opportunities, we partner with you to:

- Engage with subject material
- Build understanding
- Develop critical thinking and problem-solving skills
- Manage your work, life and studies
- Succeed in your personal, professional, and academic goals.

Apply Online

After your application is submitted, we will review your documentation and provide an outcome regarding your chosen study.



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