

IIE Advanced Diploma in Brand Innovation

Vega School

1.5 Years Distance Advanced Diploma | NQF Level 7
120 Credits | SAQA ID: 73369 | ADBI0701

→ Online

Qualification Description

The IIE Advanced Diploma in Brand Innovation focuses on the development of applied competence in innovative thinking and brand building. Students gain insight into the strategic components that contribute to sound brand building; the practice of research in the real world and the nature of innovation in building healthy organisations. This qualification provides access to, and a solid foundation for, the IIE Bachelor of Arts Honours in Strategic Brand Communication as well as the IIE Postgraduate Diploma in Brand Building, subject to meeting requirements.

Who Is This Qualification Aimed At?

Students working in industry and wanting to further their studies or solidify workplace learning will gain insight into the strategic components that contribute to purposeful brand building, the practice of research in the real world, and the nature of innovation in building meaningful organisations.

The qualification is designed for individuals who wish to use it as a pathway to Postgraduate Degree studies but may not have met the entry requirements for a Postgraduate Degree at Emeris as they studied at a different level or in a different field. It is also suited to those transitioning into the brand field in the job market or those requiring to upskill in this field.

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.

DISTANCE (ONLINE)



Admission Requirements

Minimum Admission Requirements	An appropriate Bachelor's Degree or a Diploma or relevant equivalent (at least 360 credits, NQF Level 6).		Notes If the discipline of the degree or diploma is not cognate, an applicant will be provided with recommended reading to support their studies.
	International	A SAQA NQF L6 Evaluation Certificate in an appropriate field	

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.



Curriculum Outline

The IIE Advanced Diploma in Brand Innovation consists of 4 modules and has been set up to support a 1.5 year journey with a maximum completion time of 3 years. Students are required to register per academic year.

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Modules	Module Purpose
Integrated Brand Communication Management	This module provides an overview of the contemporary nature, trends, and future of the brand communication industry. The module consolidates students' knowledge of key concepts of Integrated Marketing and Brand Communication with the ultimate aim being for students to develop the competencies required to formulate integrated brand strategies.
The Principles of Strategic Thinking	Focuses on new brand paradigm thinking and is based on the concept of strategic and holistic thinking. Students are introduced to the definition and theories of strategy. The term strategic conceptual thinking is explored by introducing students to the nature, forms and elements of logical thinking and argumentation.
Research and Market Intelligence	This module introduces students to the role and relevance of research and how insight can be created from research in brand communication. It provides an overview of the research process, research designs and sources of research information.
Context Planning and Channel Innovation	Examines the emergence of the consumer society within a stakeholder-driven environment. Emphasis is placed on consumerism and consumption in a post-modern era and provides an overview of the trends within channel and context planning.

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Curriculum Structure

Year 1							
Semester 1				Semester 2			
Code	Module Name	NQF	Credits	Code	Module Name	NQF	Credits
IBCM7119	Integrated Brand Communication Management	7	30	PRST7119	The Principles of Strategic Thinking	7	30
Year Long							
REMI7119	Research and Market Intelligence					7	30
Year 2							
Semester 3				Semester 4			
Code	Module Name	NQF	Credits				
CPCI7119	Context Planning and Channel Innovation	7	30				

Further Study Pathways

The successful completion of the IIE Advanced Diploma in Brand Innovation enables you to progress into the IIE Bachelor of Arts Honours in Strategic Brand Communication delivered at Emeris, subject to meeting the admission requirements.

Career Opportunities

- Communication Manager
- Promotional Manager
- Assistant Brand/Marketing Manager

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.

Exams are written at an exam centre and in some instances online. These details will be specified in your Programme Assessment Schedule (PAS).

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 4 modules in the curriculum.

As a distance (online) student, this qualification is structured to be completed over 1.5 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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Where Assessments Are Written in Person

- For students based in South Africa, online students may select any Emeris campus 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.

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

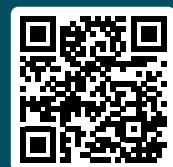
The IIE's distance (online) delivery mode provides you with the agility of studying towards a tertiary qualification asynchronously, at different times from different locations. Distance students need to commit to approximately 20-25 hours a week for distance engagement (most of which is after hours)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

Apply Online

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



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