

# Postgraduate Diploma in Brand Building

## Vega School

2 Years Distance Postgraduate Diploma | NQF Level 8  
120 Credits | SAQA ID: 111309 | PDBB0801

→ Online

## Qualification Description

The Postgraduate Diploma in Brand Building qualification is designed for the student who may not have an Undergraduate Degree (NQF level 7 qualification) in Brand Communication, Marketing Communication or Management but wants to obtain an NQF level 8 qualification specifically in the field of Brand Building.

Postgraduate Diploma programmes are typically undertaken by students and working individuals wishing to add a dimension to their fields of Undergraduate study, or to enable a change in career path. Students from various Undergraduate fields will be introduced to the concepts of brand and brand building, and the importance of brand communication in growing a business. Students will participate in a 'live' brand challenge where they will develop and present a brand communication strategy to a real-world client. This programme includes a research module and project to support students who intend continuing their studies by applying for a Master's Degree, subject to meeting the admission requirements.

## Who Is This Qualification Aimed At?

This qualification is intended for working individuals with an Undergraduate Degree in a different (non-cognate) field who now wish to study a Postgraduate brand-focused programme.

## 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 | A HEQSF Level 7 Bachelor's degree; <b>OR</b> |                                                        |
|                                | An Advanced Diploma; <b>OR</b>               |                                                        |
|                                | An equivalent NQF Level 7 qualification      |                                                        |
|                                | International                                | A SAQA Evaluation Certificate with NQF L7 equivalence. |

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 curriculum is designed to provide students with a structured progression through core disciplines, fostering both theoretical understanding and applied competence across key areas of study.

The core disciplines included in this programme are:

| Modules                                | Module Purpose                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|----------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Brand and Business                     | The module focusses on the relationship between brand, marketing, and business that guides planning for brand building. Students will consider macro, market and microenvironments, as context for leveraging holistic brand and business strategies. Emphasis will be placed on profiling target markets and determining objectives on which to base strategic decisions regarding brand offerings, logistics, and pricing options.                                                                                                                                                       |
| Principles of Brand Building           | Students will develop an understanding of the core frameworks, principles and concepts used for constructing and building purposeful brand identities and architecture. The role of brands in adding value to stakeholders and society will be explored utilising design and systemic thinking to develop innovative brand building solutions. The principles of brand leadership and brand management will be discussed.                                                                                                                                                                  |
| Brand Contact and Communication        | Students will construct integrated brand communications plans driven by positioning statements derived from brand elements and stakeholder insights. A variety of communication tools and platforms will be assessed, including advertising, public relations, sponsorship, and promotions. Emphasis is placed on practical application in context of a multichannel everchanging communication landscape.                                                                                                                                                                                 |
| Channel Planning and Digital Media     | This module exposes students to the various media channels and platforms available for the practical implementation of a brand communications plan. Both 'traditional' and 'digital' media options will be evaluated, and a multichannel approach is taken to communicating coherent and authentic brand messages to various stakeholder audiences across multiple contact points. 'Digital' media options will be evaluated, and a multichannel approach is taken to communicating coherent and authentic brand messages to various stakeholder audiences across multiple contact points. |
| Integrated Planning for Brand Building | This module provides the opportunity to apply theory covered in all programme modules to a given practical brand building scenario. Student teams will engage in the development and execution of original and meaningful solutions to briefs provided by members of industry. Emphasis is placed on research-based collaboration and ideation to develop practical innovative solutions which could be implemented in the workplace.                                                                                                                                                      |
| Research Methodology                   | The purpose of this module is to introduce students to the process of research and to develop their understanding of the techniques of gathering, analysing, interpreting, and evaluating data. Emphasis is placed on a controlled application of methods and techniques to solve a practical problem in the field of brand building. This module introduces the ways in which the processes and outcomes of research can be constructively embedded within professional practices.                                                                                                        |

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Please note, details are correct at the time of publication.

## Curriculum Structure

| Year 1     |                                    |     |         |            |                                                          |     |         |
|------------|------------------------------------|-----|---------|------------|----------------------------------------------------------|-----|---------|
| Semester 1 |                                    |     |         | Semester 2 |                                                          |     |         |
| Code       | Module Name                        | NQF | Credits | Code       | Module Name                                              | NQF | Credits |
| BRBU8431   | Brand and Business                 | 8   | 20      | PRIB8421   | Principles of Brand Building                             | 8   | 20      |
|            |                                    |     |         | BCOC8431   | Brand Contact and Communication                          | 8   | 20      |
| Year 2     |                                    |     |         |            |                                                          |     |         |
| Semester 3 |                                    |     |         | Semester 4 |                                                          |     |         |
| Code       | Module Name                        | NQF | Credits | Code       | Module Name                                              | NQF | Credits |
| CPDM8412   | Channel Planning and Digital Media | 8   | 20      | IPBB8412   | Integrated Planning for Brand Building (Brand Challenge) | 8   | 20      |
| RMET8449   | Research Methodology               | 8   | 20      |            |                                                          |     |         |

## Further Study Pathways

The successful completion of the Postgraduate Diploma in Brand Building qualification enables you to progress into the Master of Arts in Creative Brand Leadership qualification delivered at Emeris, subject to meeting the admission requirements.

## Career Opportunities

- Brand Communications Planning and Management
- Corporate Communications
- Product Management
- Marketing Coordination
- Client Services
- Customer Relations
- Experiential Marketing

## 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 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 6 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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## 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 campus. If there is no campus within reach, an alternative venue will need to be sourced by you. For non-Emeris venues, there is an alternative venue levy per module.

## What Are the Benefits of a Distance (Online) Qualification?

The 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 Specialists 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.



## Follow us on social



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