

IIE Bachelor of Commerce Honours in Strategic Brand Management

Vega School

2 Years Distance Honours | NQF Level 8
120 Credits | SAQA ID: 96079 | HBSM0801

→ **Online**

Qualification Description

The IIE Bachelor of Commerce Honours in Strategic Brand Management programme investigates and applies strategic models and tools to the practice of innovative and cost-effective brand management, founded on robust financial and economic principles. Students are exposed to core components such as the financial management of a brand within prevailing economic conditions; brand and market analysis from a commercial perspective; the application of sustainable and ethical business and brand practice; the development of communication strategies in context of the competitive environment and internal realities and the application of metrics and models to assess brand performance and brand equity.

Who Is This Qualification Aimed At?

This qualification is aimed at graduates and professionals who want to deepen their expertise in brand leadership and strategy. It develops advanced skills in building, managing, and sustaining brands within competitive and evolving markets. Students will strengthen their ability to align brand vision with business objectives, apply research to real-world brand challenges, and make financially and legally informed decisions. The programme is designed for those seeking to take on strategic and leadership roles in the brand and marketing industry.



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 An appropriate Advanced Diploma provided that a 360 credit Diploma or appropriate equivalent has been completed.	Accounting or Financial Management AND Economics or Statistics must be part of the undergraduate qualification and candidates are required to have passed these modules to gain entry into the BCom Honours in Strategic Brand Management. Candidates are normally required to have a minimum final year average of 60% in the qualifications final-year (NQF L7) modules. Those with a final year average of 55 - 59% will be admitted if they attained an average of 60% or higher for the designated cognate/core discipline module at final-year (NQF L7) level
	International	A SAQA NQF L7 Evaluation Certificate in an appropriate field and meeting the additional admission requirements.
Additional Notes	Applicants who do not meet the admissions requirements for admission to Honours can enrol for and repeat all or some of their NQF Level 7 modules as NQP modules in order to improve their marks so that they may meet the average required for Honours. The modules to be taken as NQP for the purpose of admission to the respective qualification must be approved by the relevant faculty member.	

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 Brand Building	This foundation module develops students' understanding of the key brand concepts that guide the development of innovative and purposeful solutions to brand building opportunities and challenges. Emphasis is placed on creative, critical, and systemic thinking and students are given the opportunity to demonstrate higher order thinking to analyse, evaluate and apply concepts to given practical scenarios.
Strategic Brand Management and Leadership	This module considers brand management from an "inside out" and "outside in" perspective to guide the management of a sustainable brand by the brand owner. Students will develop knowledge and understanding of both external and internal environmental variables to be considered when developing brand strategies and plans, both locally and internationally. The focus is on commercial and entrepreneurial brand management practice and the associated strategic and operational dimensions. Brands will be analysed in context of the market environment and stakeholder relationships within which they are built.
Practice of Brand Building	This module applies the theories of strategic brand management and communication to answer real-life client briefs. The focus is on the development and crafting of an innovative brand building strategy and plan that will address complex business and societal challenges. Students will implement brand research to investigate situational, environmental, and commercial scenarios. They will derive consumer insights to drive the execution of original and meaningful solutions to multi-faceted brand challenges. Students work in teams to address real-life working challenges; develop their skills in building and recommending brand solutions; and collaborate with peers in a process of innovative problem solving.
Research Methodology for the Business Sciences	The purpose of this module is to equip students with the knowledge, skills, and critical thinking required to design, conduct, and evaluate research at an honours level. Emphasising both qualitative and quantitative research methodologies, the module fosters an understanding of the theoretical underpinnings of various research techniques. Students will engage with contemporary debates in research methodology, develop proficiency in selecting appropriate methods, and enhance their ability to critically analyse research findings. Through this module, students will gain the necessary tools to conduct independent research, ensuring they are well-prepared for their own research projects in their respective fields.
Research Project for Strategic Brand Management	The purpose of this module is to guide students in the application of research methodologies to the development of a research project in the field of Strategic Brand Management. Students will build on theoretical knowledge of qualitative and quantitative methods, integrating them into a coherent research design tailored to their research topic. Through this module, students will acquire practical skills in the formulation of research questions, data collection, analysis, and interpretation, while also engaging with ethical considerations in the research process. The module supports students in navigating the complexities of independent research, enabling them to produce a rigorous, well-founded dissertation that meets academic standards.
Financial, Economic and Legal Aspects	This module equips students with an understanding of the financial, economic, and legal frameworks that influence brand and business decisions. Students develop skills in interpreting financial statements, assessing market conditions, and applying relevant legislation to business practices. This integrated perspective ensures graduates can make informed, compliant, and strategically sound decisions in professional brand management contexts.

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Curriculum Structure

Year 1							
Semester 1				Semester 2			
Code	Module Name	NQF	Credits	Code	Module Name	NQF	Credits
BRBB8421	Brand and Brand Building	8	20	SBML8431	Strategic Management and Leadership for Brands	8	20
				RMBS8411	Research Methodology for the Business Science	8	20
Year 2							
Semester 3				Semester 4			
Code	Module Name	NQF	Credits	Code	Module Name	NQF	Credits
FELS8422	Financial, Economic and Legal Aspects	8	20	PRBB8412	Practice of Brand Building	8	20
Year Long							
RPSM8419	Research Project for Strategic Brand Management					8	40

Further Study Pathways

The successful completion of the IIE Bachelor of Commerce Honours in Strategic Brand Management enables you to progress into the IIE Master of Commerce in Strategic Brand Leadership in Leadership delivered at Emeris, subject to meeting the admission requirements.

Career Opportunities

- Agency Strategic Planner
- Brand or Product Management
- Entrepreneurship
- Small Business Ownership
- Marketing Research
- Social Innovation
- New Business Development
- Sustainable Development

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 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 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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