Emeris

Doctor of Philosophy in Brand Leadership

Vega School

2 Years Full-Time / 3 Years Part-Time Distance Doctorate
NQF Level 10 | 360 Credits | SAQA ID: 110825 | DPBL1001

→ Online

Qualification Description

The Doctorate of Philosophy in Brand Leadership qualification is the first brand-specific doctoral qualification in South Africa focused on the niche field of Brand Leadership. It breaks new ground, both locally and internationally. The unique focus on Brand Leadership addresses a particular social and economic imperative – the need for innovation by brands with shared stakeholder value and values-based leadership to create developmental opportunities for communities, organisations and the environment. Graduates will extend the forefront of the academic discipline and research which aims at achieving immediate impact on professional and academic practice through the inclusion of unique African perspectives and local knowledge resources.

This is an entirely research-based qualification where the completion of a thesis is the final outcome, along with the preparation of an article for publication in an appropriate peer-reviewed journal.

Who Is This Qualification Aimed At?

The Doctorate of Philosophy in Brand Leadership is designed for experienced professionals, scholars, and thought leaders who are passionate about advancing the discipline of brand leadership. It is ideal for individuals seeking to make a meaningful impact through values-based leadership, innovation, and strategic brand development that benefits communities, organisations, and the environment.

The Doctor of Philosophy in Brand Leadership qualification aims to:

- Equip students with advanced research and highly specialised knowledge within the field of Brand Leadership in order to make a significant and original contribution at the frontiers of this field.
- Add depth to the ever-evolving field of Brand Leadership by guiding students' research to produce new knowledge that will make a unique contribution in a developing society and within an African context.
- Encourage a transdisciplinary research approach that surpasses a narrow conception of disciplines, thus ensuring engagement with complex, interlinked, practical and theoretical challenges in Brand Leadership through the application of specialist knowledge and theory in critically reflexive, innovative, purposeful and original ways.
- Contribute new theories, innovative models and creative insights to produce scholarly research that is purposeful, challenge-led and responsive, thereby increasing the uptake of such research in industry practices and society.
- Establish an advanced research culture and discourse competence via active participation in seminars that include the academic community and peers as well as business and community stakeholders and thought leaders.
- Develop a profound understanding of the structures and forces that shape brands on the African continent and in a developing digital economy.

DISTANCE (ONLINE)

Admission Requirements

Minimum Admission Requirements	An appropriate HEQSF Level 9 Master's degree or equivalent. Candidates with a background in Strategic Communication (including marketing communication, corporate communication, brand communication and public relations), Marketing, Business Management, Strategic Brand Management and other brand related fields, with an overall average of 65%, normally, will be considered.
	All applicants who are eligible for admission to the Doctor of Philosophy in Brand Leadership degree are required to register for the Proposal Development for Doctoral Studies (PWDS021). Successful completion of the Proposal Development for Doctoral 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 Doctoral Studies programme, applicants develop and submit a relevant Concept Document for review and acceptance into the programme.

Additional Notes	• If an applicant meets the above requirements, registration is subject to faculty supervisory capacity. • The applicant has the right to request a written reason for any refused admission and may appeal to the Research and Postgraduate Committee in writing. • If the Research and Postgraduate Committee upholds the refusal, the decision is final. The candidate may re-apply in the following academic year if they have been able to address the issues concerned and The may invite the candidate to reapply if a suitable supervisor is employed.

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

- In line with admission requirements, applicants must submit their academic records and transcripts and a brief CV. Candidates who meet the admission criteria will be requested to complete a research Concept Document outlining their proposed study and the original contribution it will make to the field of Brand Leadership.
- The Concept Document is submitted to three expert reviewers for feedback. More than one feedback and submission cycle may be required.
- Candidates who are provisionally admitted will be invited to register for the Proposal Development for Doctoral Studies, and an experienced supervisor will be assigned to support the applicant in the development of the research proposal.
- Only once the research proposal has been approved by The Higher Degrees Committee and provisional ethics clearance has been granted will candidates be allowed to officially enrol for the Doctorate and continue with their research under the guidance of the supervisor/s.
- Once the candidate is officially registered, further dates will be scheduled at appropriate points in time for the candidate's delivery of, or participation in seminars throughout the doctoral enrolment period (normally minimum 2 years full-time and 3 years part-time).

Curriculum Outline

- The Doctor of Philosophy in Brand Leadership qualification consists of 360 credits at HEQSF level 10 and is an entirely research-based qualification where the completion of a thesis is the final outcome, along with the preparation of an article for publication in an appropriate peer-reviewed journal.
- Before being formally registered for the Doctor of Philosophy in Brand Leadership qualification, each candidate will need to complete the Proposal Development for Doctoral Studies. In this programme the completion and approval of a research proposal (including provisional ethics clearance) under the supervision of a dedicated supervisor/s is a compulsory requirement. Candidates are invited to attend a series of research proposal writing workshops and to join monthly discussion sessions with expert researchers and industry professionals.

Emeris

Emeris is registered with the Department of Higher Education and Training as a private higher education institution under the Higher Education Act, 1997 (reg. No. 2007/HE07/002).

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

- Each candidate is required to participate in a research seminar to present their proposal to a panel of research experts and thought leaders. This is a valuable opportunity to sound board and discuss the research proposal before it is submitted to three formal readers and The Higher Degrees Committee for consideration. The final proposal is to be submitted within 12 months to The Higher Degrees Committee. The outcome of the Proposal Development programme is the completed proposal and provisional ethics clearance which, if successful, will enable the candidate to formally register and pursue their thesis with immediate effect.
- The student-supervisor relationship and expectations will be governed by a Memorandum of Understanding as well as bi-annual progress reports submitted by both the candidate and the supervisor.
- Each candidate will be required to participate in advanced seminars at appropriate points during the study. One of the seminars must be delivered by the candidate to share concepts that are the products of their own research. Candidates will also participate in discussion panels of presentations by fellow PhD candidates.
- Each Doctoral candidate will be required to present their final thesis for deliberation by a panel of experts as well as their peers. Particular attention is paid to the candidate's ability to demonstrate and argue the relevance and transformational potential of their research. Upon final submission of the thesis, and in order to graduate, each candidate must prepare a ready-for-publication research article that can be submitted to an accredited research journal.

Curriculum Structure

Modules			
Code	**Module Name**	**NQF**	**Credits**
PWDS021	Proposal Development for Doctoral Studies		
THBL1619	Thesis	10	360

Career Opportunities

The programme builds career pathways for professionals and academics interested in extending the forefront of strategic brand building and leadership.

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.

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 full-time distance or 3 years part-time distance. 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.

Emeris

Emeris is registered with the Department of Higher Education and Training as a private higher education institution under the Higher Education Act, 1997 (reg. No. 2007/HE07/002).

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

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.

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.

Follow us on social

2 Years Full-Time / 3 Years Part-Time Distance Doctorate | NQF Level 10 | 360 Credits | SAQA ID: 110825 | DPBL1001

Vega School

Emeris

Emeris is registered with the Department of Higher Education and Training as a private higher education institution under the Higher Education Act, 1997 (reg. No. 2007/HE07/002).

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