Emeris

Bachelor of Commerce in Strategic Brand Management

Vega School

3 Years Full-Time Degree | NQF Level 7
360 Credits | SAQA ID: 93948 | BCSM0701

- Durban North*
- Sandton
- Cape Town City
- Pretoria

Qualification Description

Equip yourself with the potent fusion of brand and business strategic skills required to design the unique, innovative strategies to unleash the true market power of the brand. The Bachelor of Commerce in Strategic Brand Management degree grooms graduates for leadership positions in brand management and business strategy in a range of industries in both developed and developing markets.

The programme is focused upon the development of smart, original and cohesive brand, business, and management strategies that challenge existing paradigms. As part of the experiential component of the qualification, students work in multidisciplinary teams engaging in real-world brand challenges.

Action learning is rounded off with the option of an Industry Immersion programme with companies, agencies or consultancies of choice.

Who Is This Qualification Aimed At?

This qualification is aimed at prospective students aiming to fulfil a managerial role within the brand and marketing industry. Specifically, a profound understanding of brands and their consumers, along with traditional commerce-related competencies, will be the outcome of this qualification.

CONTACT FULL-TIME

DISTANCE (ONLINE)

*The qualification is accredited by the CHE but awaiting registration by the Department of Higher Education and Training.

Admission Requirements

Minimum Admission Requirements		English	Maths/HG	Math Lit/SG/ Technical Maths
	NSC: Bachelor's Degree pass with	50%	30% or	50%
	NC(V): Bachelor's Degree pass with	50%	50% or	60%
	SC: Endorsement with	50%	30% or	50%
	SC(a): Bachelor pass with	50%	30% or	50%
	International	An USAf Exemption Certificate is required and meeting the relevant Maths and English requirements.		
	A cognate Higher Certificate or cognate 240 credit Diploma OR an Advanced Certificate OR 360 credit Diploma OR Degree may satisfy the minimum admission requirements to degree studies.			

Should you have any other school leaving qualification not mentioned above, please reach out to a Student Advisor.

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

Curriculum Structure

This degree allows students to master the traditional competencies and disciplines associated with Commerce degrees, whilst specialising in Brand Theory and Brand Practice. This means that above and beyond accounting, business management, economics and financial management, the student will gain a profound understanding of brands and their associated consumers, both locally and globally.

Year 1							
Semester 1				Semester 2			
Code	Module Name	NQF	Credits	Code	Module Name	NQF	Credits
ACBP5121*	Accounting 1A	5	15	ACBP5122*	Accounting 1B	5	15
BMBS5121	Brand Management 1	5	15	BMAN5121	Business Management 1	5	15
CRDE5111	Creative Development 1	5	15	IMME5112	Introduction to Micro and Macro Economics	5	15
CRST5121	Critical Thinking and Media Studies 1	5	15	QUAT6221	Quantitative Techniques	6	15
Year 2							
Semester 3				Semester 4			
Code	Module Name	NQF	Credits	Code	Module Name	NQF	Credits
BMAN6221	Business Management 2A: Entrepreneurship	6	15	BMDM6221	Brand Management 2: Developing Markets and Consumer Behaviour	6	15
BMCP6211	Brand Management 2: Channel Planning	6	15	BMNG6222	Business Management 2B	6	15
ECBB6221	Economics in Brand Building 2	6	15	PINN6222	Practice of Innovation	6	15
FMSB6221	Financial Management for Strategic Brand Management 2	6	15	XBRC6222	Brand Activation	6	15

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

Year 3							
Semester 5				Semester 6			
Code	Module Name	NQF	Credits	Code	Module Name	NQF	Credits
BMBS7311	Brand Management 3A: Strategy	7	15	BMBE7322	Brand Management 3: Strategic Brand Evaluation	7	15
BMNG7321	Business Management 3A	7	15	BMNG7322	Business Management 3B	7	15
DIBS7311	Digital Brand and Business Strategy	7	15	RPCO7312	Research Practice for Commerce	7	15
IRCO7311	Introduction to Research for Commerce	7	15	XBRC7322	Brand Challenge	7	15

*There are prerequisites for this programme that must be met in order to progress through the qualification.

Further Study Pathways

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

Career Opportunities

- Strategic Planner
- Entrepreneur
- Product/Marketing/Brand Manager
- Account Manager
- Business Consultant
- Brand Strategist
- Marketing Manager
- Channel Planner
- Brand Auditor

Timetables

This qualification is aimed at students who wish to complete full-time face-to-face studies for the duration of their qualification. This means that students are expected to be available Mon-Fri 8:00 - 17:00 throughout the day for class in the academic year depending on how the timetable is structured.

Students must also note that timetables remain subject to change throughout the academic year.

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.

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 24 modules in the curriculum.

As a contact student, this qualification is structured to be completed over 3 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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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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