



IIE Bachelor of Commerce in Strategic Brand Management

Vega School

4 Years Distance Degree | NQF Level 7
360 Credits | SAQA ID: 93948 | BCSM0701

→ Online

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 IIE Bachelor of Commerce in Strategic Brand Management 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.

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)

CONTACT FULL-TIME



Admission Requirements

Minimum Admission Requirements		English	Maths/HG	Math Lit/SG/ Technical Maths	Notes
	NSC: Bachelor's Degree pass with	30%	40% or	60%	A minimum of 30% in LoLT on NSC/ SC(a) OR with a min. of 33.3% on SC.
	NC(V): Bachelor's Degree pass with	50%	50% or	60%	
	SC: Endorsement with	33.3%	40% or	60%	
	SC(a): Bachelor pass with		40% or	60%	
	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.				If discipline not cognate at least 20% of credits must be academic literacy or numeracy related.

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 Outline

The IIE BCom in Strategic Brand Management consists of 24 modules and has been set up to support a four year journey with a maximum completion time of eight years. Students are required to register per academic year; and each academic year consists of two semesters.

Brand Activation in Year 3 and Brand Challenge in Year 4 are hallmark Emeris projects that provide exciting opportunities to engage with real-life briefs and apply what it means to be creatively strategic and strategically creative. Students participate in distance (online) collaboration with real-world challenges and clients.

Students have the option to complete 120 hours (in one or several periods) of Industry Immersion and receive an Emeris Industry Immersion certificate of completion before they graduate. These immersions create unique opportunities for students to explore their professional interests and potentially secure an internship programme or full-time position in a company, agency or consultancy.

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
CRST5121	Critical Thinking and Media Studies 1	5	15	QUAT6221	Quantitative Techniques	6	15

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Year 2							
Semester 3				Semester 4			
Code	Module Name	NQF	Credits	Code	Module Name	NQF	Credits
CRDE5111	Creative Development 1	5	15	IMME5112	Introduction to Micro and Macro Economics	5	15
BMCP6211	Brand Management 2: Channel Planning	6	15	PINN6222	Practice of Innovation	6	15
FMSB6221	Financial Management for Strategic Brand Management 2	6	15	BMDM6221	Brand Management 2: Developing Markets and Consumer Behaviour	6	15
Year 3							
Semester 5				Semester 6			
Code	Module Name	NQF	Credits	Code	Module Name	NQF	Credits
ECBB6221	Economics in Brand Building 2	6	15	XBRC6222	Brand Activation	6	15
BMAN6221	Business Management 2A: Entrepreneurship	6	15	BMNG6222	Business Management 2B	6	15
BMBS7311	Brand Management 3A: Strategy	7	15	BMBE7322	Brand Management 3: Strategic Brand Evaluation	7	15
Year 4							
Semester 7				Semester 8			
Code	Module Name	NQF	Credits	Code	Module Name	NQF	Credits
DIBS7311	Digital Brand and Business Strategy	7	15	XBRC7322	Brand Challenge	7	15
IRCO7311	Introduction to Research for Commerce	7	15	RPCO7312	Research Practice for Commerce	7	15
BMNG7321	Business Management 3A	7	15	BMNG7322	Business Management 3B	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 IIE Bachelor of Commerce in Strategic Brand Management enables you to progress into the IIE Bachelor of Commerce Honours in Strategic Brand Management 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

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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 24 modules in the curriculum.

As a distance (online) student, this qualification is structured to be completed over 4 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.

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.

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Apply Online

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



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