Emeris

Bachelor of Arts in Strategic Brand Communication

Vega School

3 Years Full-Time Degree | NQF Level 7
360 Credits | SAQA ID: 91723 | BASB0701

- Sandton
- Cape Town City
- Pretoria

Qualification Description

Acquire the kind of complex problem solving and strategic skills required to forge the paths that unlock the true potential of the brand. The Bachelor of Arts in Strategic Brand Communication degree equips students with the kind of strategic thinking and inspired planning skills that are in high demand across the brand communications industry.

The programme develops crucial strategic skills required to identify, explore, analyse and solve pressing brand communication challenges through the development and implementation of innovative, original and accountable strategies.

Who Is This Qualification Aimed At?

This qualification is designed for prospective students who want to develop crucial strategic thinking skills. It focuses on identifying, exploring, analysing, and solving brand communication challenges through the development and implementation of innovative, original, and accountable strategies. This qualification equips graduates for diverse career paths, including roles such as strategic planner, brand communication planner, digital marketing planner, channel/media planner, account executive, public relations planner, event manager, research communication manager, and internal communication manager.

CONTACT FULL-TIME

DISTANCE (ONLINE)

Admission Requirements

Minimum Admission Requirements		English	Notes
	NSC: Bachelor's Degree pass with	30%	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%	
	SC: Endorsement with	33.3%	
	SC(a): Degree pass with		
	International	An USAf Exemption Certificate is required and meeting the 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 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
Strategic Brand Communication	These modules introduce students to the essential concepts and principles behind developing an integrated strategic brand communication plan. In the first year, students build a strong foundation by exploring brand-building concepts, marketing communications, storytelling, creating brand value, and understanding communication as a whole. The second year focuses on the core components required to design a marketing and communication campaign. In the final year, students sharpen their skills by creating and analysing communication, while gaining insight into the dynamics of the brand communication industry. Together, these modules prepare students to confidently develop a complete strategic brand communication plan.
Brand Activation and Brand Challenge	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.
Innovation Foundations	These modules equip students with the mindset, skills, and strategic insight to drive innovation from concept to implementation. Beginning with the fundamentals of creative thinking, problem-solving, and Design Thinking, students learn to identify opportunities and generate impactful ideas. They then explore how innovation operates within organisations, understanding both the cultural and leadership factors that enable it. Finally, they apply these principles to design, prototype, and evaluate sustainable, value-driven brand and business solutions, preparing them to lead and manage innovation effectively in real-world contexts.

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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.

Curriculum Structure

Year 1							
Semester 1				Semester 2			
Code	Module Name	NQF	Credits	Code	Module Name	NQF	Credits
BCDM5121	Business Communication and Digital Media 1	5	15	BCPM5112	Brand Communication Project Management B	5	15
BCPM5111	Brand Communication Project Management A	5	15	PRIN5112	Principles of Innovation	5	15
CRST5121	Critical Thinking and Media Studies 1	5	15	SBCM5112	Strategic Brand Communication 1C	5	15
STBC5111	Strategic Brand Communication 1A	5	15	STBC5112	Strategic Brand Communication 1B	5	15
Year 2							
Semester 3				Semester 4			
Code	Module Name	NQF	Credits	Code	Module Name	NQF	Credits
CONB6221	Consumer Behaviour	6	15	CRST6222	Critical Thinking and Media Studies 2	6	15
COSR6221	Sustainable Business Practice	6	15	PINN6222	Practice of Innovation	6	15
SBCH6211	Strategic Brand Communication 2B: Channel Planning	6	15	STBC6212	Strategic Brand Communication 2C	6	15
STBC6211	Strategic Brand Communication 2A	6	15	XBRC6222	Brand Activation	6	15
Year 3							
Semester 5				Semester 6			
Code	Module Name	NQF	Credits	Code	Module Name	NQF	Credits
EXBB7321	Experiential Brand Building	7	15	DIBB7322	Digital Brand Building	7	15
INNM7321	Innovation Management	7	15	RPHU7312	Research Practice for the Human Sciences	7	15
IRHU7311	Introduction to Research for the Human Sciences	7	15	STBC7322	Strategic Brand Communication 3B	7	15
STBC7321	Strategic Brand Communication 3A	7	15	XBRC7322	Brand Challenge	7	15

Further Study Pathways

The Bachelor of Arts in Strategic Brand Communication degree enables you to progress into the Bachelor of Arts Honours in Strategic Brand Communication delivered at Emeris, subject to meeting the admission requirements.

Career Opportunities

- Brand and Communications Planner
- Strategic Planner
- Account Executive
- Event Manager
- Public Relations Planner
- Sponsorship Planner
- Channel/Media Planner
- Digital Marketing Planner
- Research Communication Manager
- Internal Communication Manager

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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.

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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