

IIE Master of Commerce in Strategic Brand Leadership

Vega School

2 Years Distance Master's | NQF Level 9
180 Credits | SAQA ID: 111305 | MCSBL0901

→ Online

Qualification Description

The IIE Master of Commerce in Strategic Brand Leadership programme provides marketing and business managers and executives with the brand-business leadership competence required to further their careers to senior executive level. This Master's programme engages students in innovative strategic brand-business leadership for business growth and sustainable future brand-business performance in local, emerging and global economies, with a strong focus on problem-solving and decision-making. This qualification is designed to prepare students for leadership roles in private, government and NGO sectors.

The IIE Master of Commerce in Strategic Brand Leadership consists of a coursework component followed by a minor dissertation. The coursework modules focus on contemporary manifestations in the respective disciplines of brand, strategy and leadership. The dissertation will allow you to approach an industry-related problem from a scientific, scholarly angle.

Who Is This Qualification Aimed At?

This qualification is aimed at candidates searching to understand where brand, business and leadership intersect. It is useful for mid-level managers trying to break through the invisible ceiling within their industry, as well as senior managers searching for profound literature and practice to enhance their knowledge, managerial style and approach to brand.



The IIE Master of Commerce in Strategic Brand Leadership is designed to graduate a new class of leaders and innovators who:

- Demonstrate the ability to predict, investigate, analyse and critique complex inter-dependent brand and business challenges and opportunities within emerging economies.
- Demonstrate sophisticated problem-solving competencies to generate, select, and apply innovative strategies for brand-business.
- Demonstrate the ability to make and promote ethical brand-business decisions.
- Communicate and defend ideas, discourses and strategies that will influence and engage diverse audiences.
- Complete a Minor Dissertation in the inter-related fields of brand and business.

Admission Requirements

Minimum Admission Requirements			Notes
	An appropriate HEQSF Level 8 Bachelor of Commerce Honours degree in strategic management, marketing and/ or strategic brand management or equivalent discipline; OR		An overall qualification average of at least 65%, normally.
	A relevant HEQSF Postgraduate Diploma or appropriate equivalent; OR		
	A Level 8 Bachelor's Degree (480 credits) may also be recognised as meeting the minimum entry requirements, preferably with evidence of NQF 7 commerce related modules (strategic brand management, brand management, and marketing management)		
	International	A SAQA Evaluation Certificate with NQF L7 equivalence.	

Additional Notes	All students are required to complete the Proposal Development for Master's Studies during their first year, second semester of studies. The outcome of this SLP is a draft proposal required for supervisor allocation for the mini-dissertation in Year 2 Semester 1 of study. The SLP will run concurrently with the coursework modules in the first year of study. You will be sent a manual contract to complete and we will add the module to your registration on your behalf. The cost of the SLP is in addition to the Master of Commerce Tuition fee.
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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

As part of the application process candidates are required to submit a full academic record of completed Undergraduate and Postgraduate qualifications. Candidates who meet the admission criteria will be requested to submit a brief CV and short concept document for which a template will be provided. Your application will then be forwarded to the Head of Programme for a telephonic interview. Applicants will be informed of the outcome of this interview via email.

Curriculum Outline

The IIE Master of Commerce in Strategic Brand Leadership consists of five modules. Four core modules, including the research component comprising of the Minor Dissertation, and one elective module out of a possible two elective modules.

Year 1 Modules:

- SLP: Proposal Development for Master's Studies
- Advanced Brand Strategy
- Advanced Business Strategy
- Advanced Brand-Business Leadership

Year 2 Module:

- Minor Dissertation

One Elective Module:

- Brand-Business Leadership in Emerging Economies **OR**
- Brand-Business Performance Management and Valuation

- **Advanced Brand Strategy:** Ivy-league curriculum based on contemporary brand theory. The practical focus will be to create a brand campaign by incorporating all the required facets based on world-class literature and examples.
- **Advanced Brand-Business Strategy:** Where the world of strategic management and brand intersects. From strategic risk management to barriers of imitation, this module offers a profound understanding of the business world, resources and competition.
- **Advanced Brand-Business Leadership:** An unorthodox approach to leadership, specifically geared to leading creative teams. It also addresses practical managerial approaches to overcome the most difficult challenges at work.
- Students will also be expected to do a Minor Dissertation under supervision, as well as an elective module in year 2 of study. The first elective is **Brand-Business Leadership in Emerging Economies**, and the second one is **Brand-Business Performance Management and Valuation**.

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Curriculum Structure

Year 1							
Semester 1				Semester 2			
Code	Module Name	NQF	Credits	Code	Module Name	NQF	Credits
ABRS9511	Advanced Brand Strategy	9	25	ABBL9512	Advanced Brand Business Leadership	9	25
ABUS9511	Advanced Business Strategy	9	25	SRPW021	SLP: Proposal Development for Master's Studies		
Year 2							
Semester 3				Semester 4			
Code	Module Name					NQF	Credits
MIDI9519	Minor Dissertation (Compulsory)					9	80
Electives (students must choose 1)							
Code	Module Name	NQF	Credits				
BBLE9511	Brand-Business Leadership in Emerging Economies	9	25				
OR							
BBPM9511	Brand-Business Performance Management and Valuation	9	25				

Further Study Pathways

Candidates who achieve a final mark of at least 65%, along with a minimum of 65% for their Minor Dissertation, may be eligible to apply for admission to a Doctoral Degree programme at Emeris, subject to admission requirements.

Career Opportunities

This programme builds career pathways for those involved and interested in Strategic Brand Leadership positions.

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.

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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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.

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.



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