

IIE Bachelor of Arts Honours in Strategic Brand Communication

Vega School

2 Years Distance Honours | NQF Level 8
120 Credits | SAQA ID: 98012 | HSB0801

→ **Online**

Qualification Description

This IIE Honours qualification explores the nature of creative and strategic thinking and the development of innovative and accountable communication strategies for brand building. Students engage with independent learning to develop various ways of thinking, brand identity and architecture models, consumer insights, research methodologies, strategic and equity models, brand communication tools and channel and media planning options, as well as stakeholder relationship management. Students specialise in strategy development and acquire skills that can be utilised in brand organisations as well as communication consultancies and agencies. The research methodology module enables the student to pursue academic research in an area of particular interest.

Who Is This Qualification Aimed At?

This qualification is for graduates in Brand Communication, Marketing, or related fields who are strategically minded, creative, research-aware, and media-savvy. It prepares aspiring or advancing Brand Strategists, Communication Specialists, and Marketing Coordinators to shape how brands are built, communicated, and experienced in today's fast-changing world. Students gain practical, transferable skills, a strong strategic portfolio, and the confidence to operate in both local and global brand environments, enhancing employability and entrepreneurial potential.



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	An appropriate Bachelor's Degree OR An appropriate Advanced Diploma provided that a 360 credit Diploma or appropriate equivalent has been completed.	Candidates are normally required to have a minimum final year average of 60% in the qualifications final-year (NQF L7) modules. Those with a final year average of 55 - 59% will be admitted if they attained 60% or higher for the designated cognate/core discipline module at final-year (NQF L7) level. Candidates must have completed Brand Management/Strategy, Brand Communication, Marketing Management/Strategy, Marketing Communication, Public Relations, or a Brand Communication-specific discipline at NQF Level 7 and a foundation research module at the undergraduate level, preferably at NQF Level 7. Those who have not completed a foundation research module at undergraduate level will be required to do The IIE Introduction to Research SLP and need to be able to demonstrate an understanding of basic research before they can commence with their research report.
	International	A SAQA NQF L7 Evaluation Certificate in an appropriate field and meeting the additional admission requirements.
Additional Notes	Applicants who do not meet the admissions requirements for admission to Honours can enrol for and repeat all or some of their NQF Level 7 modules as NQP modules in order to improve their marks so that they may meet the average required for Honours. The modules to be taken as NQP for the purpose of admission to the respective qualification must be approved by the relevant faculty member.	

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.



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
Brand and Brand Building	This foundation module develops students' understanding of the key brand concepts that guide the development of innovative and purposeful solutions to brand building opportunities and challenges. Emphasis is placed on creative, critical, and systemic thinking and students are given the opportunity to demonstrate higher order thinking to analyse, evaluate and apply concepts to given practical scenarios.
Brand Communication Strategy and Planning	The purpose of this module is to create comprehensive brand communication strategies that align with organisational goals and market conditions. Students will engage with various strategic models and multiple brand communication channels and tools to develop brand communication strategies and plans. An insight-based critical analysis and evaluation of all touch points will facilitate human-centric innovative thinking.
Channel and Media Planning	Channel and Media Planning introduces and integrates channel, media, and contact planning in context of the various traditional and digital media platforms available, and actively considers the planning mechanics when developing a fully integrated and leveraged channel plan. Students will assess the optimisation of media planning options and budgeting/spend considering increasing media fragmentation and complexity.
Practice of Brand Building	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.

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Modules	Module Purpose
Research Methodology for the Human Sciences	Students will develop essential research skills for both professional and academic contexts alongside the ability to present and defend research to an expert audience. Emphasis is placed on independent and critical thinking, analysis, research design and methods, as well as academic discourse. Students complete a self-directed academic research project of limited scope under supervision in the discipline of the degree.
Research Project for Strategic Brand Communication	A supervisor will guide students to apply the research methodologies to the development of a research project in the field of Strategic Brand Communication. Students will build on their theoretical knowledge of qualitative and quantitative methods, integrating one of these methods into a coherent research design tailored to their research topic and will acquire practical skills in the formulation of research questions, data collection, analysis, and interpretation, while also engaging with ethical considerations in the research process. Students will navigate the complexities of independent postgraduate research, to produce a rigorous, well-founded research project that meets academic standards.

Curriculum Structure

Year 1							
Semester 1				Semester 2			
Code	Module Name	NQF	Credits	Code	Module Name	NQF	Credits
BRBB8421	Brand and Brand Building	8	20	BCSP8421	Brand Communication Strategy and Planning	8	20
				RMHS8411	Research Methodology for the Human Sciences	8	20
Year 2							
Semester 3				Semester 4			
Code	Module Name	NQF	Credits	Code	Module Name	NQF	Credits
CMPR8422	Channel and Media Planning	8	20	PRBB8412	Practice of Brand Building	8	20
Year Long							
RPSB8419	Research Project for Strategic Brand Communication					8	30

Further Study Pathways

The successful completion of the IIE Bachelor of Arts (BA) Honours in Strategic Brand Communication enables you to progress into the IIE Master of Arts (MA) in Creative Brand Leadership delivered at Emeris, subject to meeting the admission requirements.

Career Opportunities

- Brand Communication
- Agency Strategic Planning
- Marketing Communications
- Promotions and Event Management
- Public Relations
- Media Planning
- Account Management
- Client Relationship Management

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 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.

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.

Apply Online

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



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