Emeris

Advanced Diploma in Brand Innovation

Vega School

1 Year Full-Time / 2 Years Part-Time Distance
Advanced Diploma | NQF Level 7 | 120 Credits
SAQA ID: 73369 | ADBI0701

→ Online

Qualification Description

The Advanced Diploma in Brand Innovation qualification focuses on the development of applied competence in innovative thinking and brand building. Students gain insight into the strategic components that contribute to sound brand building; the practice of research in the real world and the nature of innovation in building healthy organisations. This qualification provides access to, and a solid foundation for, the Bachelor of Arts Honours in Strategic Brand Communication qualification as well as the Postgraduate Diploma in Brand Building qualification, subject to meeting requirements.

Who Is This Qualification Aimed At?

Students working in industry and wanting to further their studies or solidify workplace learning will develop skills that will assist them to apply strategic thinking to the purposeful building of brands, whether they are person brands, global brands, small entrepreneurial ventures, not-for-profit organisations, sports teams or retailers. Brands in every sector are looking to have a positive impact on society and their target audiences.

The qualification is designed for individuals who wish to pursue a pathway to Postgraduate Degree studies but may not have met the entry requirements for a Postgraduate Degree at Emeris as they studied at a different level or in a different field. It is also suited to those transitioning into the brand field in the job market or those wanting to upskill in this field.

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)

Admission Requirements

Minimum Admission Requirements	An appropriate Bachelor's Degree or a Diploma or relevant equivalent (at least 360 credits, NQF Level 6).		Notes
	International	A SAQA NQF L6 Evaluation Certificate in an appropriate field	If the discipline of the degree or diploma is not cognate, an applicant may request recommended reading to support their studies.

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 Advanced Diploma in Brand Innovation qualification consists of 4 modules and has been set up to support a 1 year journey with a maximum completion time of 2 years. Students are required to register per academic year.

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Modules	Module Purpose
Integrated Brand Communication Management	This module provides an overview of the contemporary nature, trends, and future of the brand communication industry. The module consolidates students' knowledge of key concepts of Integrated Marketing and Brand Communication with the ultimate aim of developing the competencies required to formulate integrated brand strategies.
The Principles of Strategic Thinking	Focuses on current brand paradigm thinking and is based on the concept of strategic and holistic thinking. Students are introduced to the definition and theories of strategy. The term strategic conceptual thinking is explored by introducing students to the nature, forms and elements of critical thinking and argumentation.
Research and Market Intelligence	This module introduces students to the relevance and importance of research in developing strategy based on credible research findings and insights. Students will gain an overview of research design and the research process and how information is gathered and analysed.
Context Planning and Channel Innovation	Brands operate within stakeholder-driven environments, comprising of many channels and contexts. This module explores consumerism and trends within channel and context planning for building brands.

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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
IBCM7119	Integrated Brand Communication Management	7	30	PRST7119	The Principles of Strategic Thinking	7	30
Year Long							
REMI7119	Research and Market Intelligence					7	30
Year 2							
Semester 3				Semester 4			
Code	Module Name	NQF	Credits				
CPCI7119	Context Planning and Channel Innovation	7	30				

Further Study Pathways

The successful completion of the Advanced Diploma in Brand Innovation qualification enables you to progress into the Bachelor of Arts Honours in Strategic Brand Communication qualification delivered at Emeris, subject to meeting the admission requirements.

Career Opportunities

- Brand/Marketing Strategic Co-Ordination
- Brand Communication Planning
- Promotions Planning
- Marketing Research

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
- 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 4 modules in the curriculum.

As a distance (online) student, this qualification is structured to be completed over 1.5 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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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 campus. If there is no campus within reach, an alternative venue will need to be sourced by you. For non-Emeris venues, there is an alternative venue levy per module.

What Are the Benefits of a Distance (Online) Qualification?

The 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 Specialists 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.

Follow us on social

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