



IIE Bachelor of Arts in Strategic Brand Communication

Vega School

4 Years Distance Degree | NQF Level 7
360 Credits | SAQA ID: 91723 | BASB0701

→ **Online**

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 IIE Bachelor of Arts in Strategic Brand Communication 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.



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	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 IIE BA in Strategic Brand Communication Degree 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.

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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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	PRIN5112	Principles of Innovation	5	15
BCPM5111	Brand Communication Project Management A	5	15	SBCM5112	Strategic Brand Communication 1B	5	15
STBC5111	Strategic Brand Communication 1A	5	15	STBC5112	Strategic Brand Communication 1C	5	15
Year 2							
Semester 3				Semester 4			
Code	Module Name	NQF	Credits	Code	Module Name	NQF	Credits
CRST5121	Critical Thinking and Media Studies 1	5	15	BCPM5112	Brand Communication Project Management B	5	15
CONB6221	Consumer Behaviour	6	15	PINN6222	Practice of Innovation	6	15
STBC6211	Strategic Brand Communication 2A	6	15	STBC6212	Strategic Brand Communication 2C	6	15
Year 3							
Semester 5				Semester 6			
Code	Module Name	NQF	Credits	Code	Module Name	NQF	Credits
COSR6221	Sustainable Business Practice	6	15	XBRC6222	Brand Activation	6	15
SBCH6211	Strategic Brand Communication 2B: Channel Planning	6	15	CRST6222	Critical Thinking and Media Studies 2	6	15
INNM7321	Innovation Management	7	15	DIBB7322	Digital Brand Building	7	15
Year 4							
Semester 7				Semester 8			
Code	Module Name	NQF	Credits	Code	Module Name	NQF	Credits
EXBB7321	Experiential Brand Building	7	15	XBRC7322	Brand Challenge	7	15
IRHU7311	Introduction to Research for the Human Sciences	7	15	RPHU7312	Research Practice for the Human Sciences	7	15
STBC7321	Strategic Brand Communication 3A	7	15	STBC7322	Strategic Brand Communication 3B	7	15

Further Study Pathways

The successful completion of the IIE BA in Strategic Brand Communication enables you to progress into the IIE BA 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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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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