

IIE Advanced Diploma in Brand Innovation

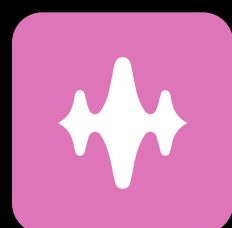
Diploma

Distance

The IIE Advanced Diploma in Brand Innovation 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 IIE BA Honours in Strategic Brand Communication as well as the IIE Postgraduate Diploma in Brand Building, subject to meeting requirements.

For the creators.

vegaschool.com



IIE Advanced Diploma in Brand Innovation

1 ½ Years Part-Time Distance | NQF Level 7 | 120 Credits | SAQA ID: 73369

Career opportunities

Communication Manager | Promotional Manager | Assistant Brand / Marketing Manager

Modules

- Integrated Brand Communication Management
- The Principles of Strategic Thinking
- Research and Market Intelligence
- Context Planning and Channel Innovation

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 being for students to develop the competencies required to formulate integrated brand strategies.

The Principles of Strategic Thinking: Focuses on new 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 logical thinking and argumentation.

Research and Market Intelligence: This module introduces students to the role and relevance of research and how insight can be created from research in brand communication. It provides an overview of the research process, research designs and sources of research information.

Context Planning and Channel Innovation: Examines the emergence of the consumer society within a stakeholder-driven environment. Emphasis is placed on consumerism and consumption in a post-modern era and provides an overview of the trends within channel and context planning.

Structure of the advanced diploma for distance delivery

The IIE Advanced Diploma in Brand Innovation consists of 4 modules and has been set up to support an 18-month journey with a maximum completion time of 3 years. Students are required to register per academic year.

Year 1					
Semester 1			Semester 2		
Code	Module Name	Credits	Code	Module Name	Credits
IBCM7119	Integrated Brand Communication Management	30	PRST7119	The Principles of Strategic Thinking	30
REMI7119	Research and Market Intelligence				30

Year 2		
Semester 3		
Code	Module Name	Credits
CPCI7119	Context Planning and Channel Innovation	30

Study further with IIE Pathways

The successful completion of the IIE Advanced Diploma in Brand Innovation enables you to progress into the IIE BA Honours in Strategic Brand Communication delivered at IIE-Vega, subject to meeting the admission requirements.

Admission requirements

Minimum Admission Requirements:	An appropriate bachelor's degree or a diploma or relevant equivalent (at least 360 credits, NQF Level 6).		Notes: If the discipline of the degree or diploma is not cognate, an applicant will be provided with recommended reading to support their studies.
	International	SAQA NQF L6 Evaluation Certificate in an appropriate field	

Distance delivery includes

- A distance learning system that leads students through the content, prescribed material and activities.
- Distance academic navigators (tutors) who are subject experts and maintain the human experience of the learning process.
- Weekly live sessions with your distance navigators.
- A dedicated success navigator who supports students throughout the learning journey.
- Access to our distance information centre and resources.

Note:

While you can generally structure your study time as you need, there are scheduled distance sessions during which you will get mediated support. Scheduled assessments in the form of online activities, assignments and exams are paced to ensure your studies progress.

Please note that this fact sheet is accurate at the time of publication. The Independent Institute of Education (The IIE) reserves the right to alter any of the content prior to commencement of registration due to changes in regulation, policy, market requirements, or any other valid reason.

Device and Connectivity Specifications Required for Online Study

- 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 8 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.

What you need in terms of time and materials

- Prescribed textbooks are available for online purchase.
- Distance students need to commit to approximately 12-15 hours a week for distance engagement (most of which is after hours) with material and assessments to succeed.

Please note synchronous sessions generally take place after hours.

To succeed in your distance journey, you need to be

- Self-motivated and invested in your learning journey.
- Disciplined and able to balance studying with work and family commitments.
- Able to direct your own studies, maintaining a diligent pace.

To assist you in succeeding in your distance journey, our teaching approach is

- Student-centric: we facilitate your thought processes to foster innovative ideas and creative solutions.
- Authentic: we use real-life examples and case studies.
- Activity-based: We move your learning forward through applied activities and assessments.
- Discussion-based: we ask you questions and stimulate debate to provoke deep thought and insights about course content.

Where assessments are written in person

- For students based in South Africa, online students may select any campus of The IIE's Varsity College, Rosebank College, Vega, or IIE MSA 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.

THE IIE IS ACCREDITED AS AN INDEPENDENT HIGHER EDUCATION INSTITUTION BY THE BRITISH ACCREDITATION COUNCIL.



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