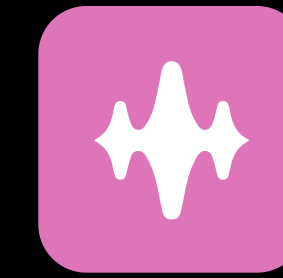




**For the creators.**



## **IIE Master of Arts in Creative Brand Leadership**

**Master's**

**Distance**

**This is an entirely research-based qualification where the completion of a dissertation is the outcome, along with the preparation of an article for publication in a peer reviewed scientific journal.** Candidates engage with research, critical thinking, argument development and academic writing at an advanced level. Candidates will thus gain the knowledge, skills and competencies identified by industry as critical for senior brand management and business leaders. Graduates will be well-prepared to direct and contribute to the innovation of brands to establish a purposeful and sustainable position for an organisation in the marketplace.

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# IIE Master of Arts in Creative Brand Leadership

2 Years Part-Time Distance | NQF Level 9 | 180 Credits | SAQA ID: 90621

## Career opportunities

The programme builds career pathways for those involved / interested in brand building positions.

## Purpose

The Master of Arts in Creative Brand Leadership aims to graduate a class of leaders who build brands of substance and scholars who are motivated to make a meaningful contribution to brand building research.

The IIE Master of Arts in Creative Brand Leadership will:

- Equip students with advanced research knowledge within the field of Brand Leadership in order to make a significant contribution in the field.
- Develop research discourse competence via active participation in seminars that include the academic community and peers as well as business and community stakeholders and thought leaders.
- Contribute scholarly research that is purposeful, challenge-led and responsive, thereby increasing the uptake of such research in industry practices and contributing to a developing society within an African context.

## Structure of the Master of Arts in Creative Brand Leadership

- All applicants who are eligible for admission to the Master of Arts in Creative Brand Leadership degree are required to register for the Proposal Development programme. To be formally registered for the Master's qualification prospective candidates must have successfully developed a research proposal and received conditional ethics clearance for the proposed study.
- A series of academic seminars will be held to support the development of the dissertation. These seminars fulfil a dual role:
  - to explore and guide research design and practice;
  - to investigate key challenges, with expert industry input, in the field of creative brand leadership, which may cover topics such as leading brand innovation, building sustainable brands and building brands in developing markets.

Participation in the seminars is beneficial and will demonstrate an ability to apply one's mind and express meaningful opinions on key creative brand leadership challenges.

## Modules

Code	Module Name	Credits
SRPW021	Proposal Development for Master's Studies	
THCB9519	Dissertation and Research Project	180

## Admission procedures

As part of the application process, candidates will need to submit a brief CV, full academic record of completed undergraduate and postgraduate NQF level 8 qualifications.

Candidates who meet the admission criteria will be requested to complete a research Statement of Intent to be submitted within 4 weeks.

The Statement of Intent will enable candidates to put forward thoughts and ideas of their chosen field of research as well as assess the feasibility of the candidate's research idea.

The Statement of Intent is submitted to three expert reviewers for feedback. More than one feedback and submission cycle may be required.

Candidates who are provisionally admitted, will register for the Proposal Development programme.

The Proposal Development programme involves a series of research proposal writing workshops after which candidates are assigned a preliminary supervisor who will serve as a guide and mentor in the proposal development process.

This programme also includes an academic eSeminar in which candidates present their research proposals. Two formal readers are appointed to review the proposal and provide feedback.

Upon further crafting of the proposal, candidates submit the final proposal to The IIE Higher Degrees Committee (October/November).

Upon approval of the research proposal by The IIE Higher Degrees Committee, candidates can formally register for the Master of Arts in Creative Brand Leadership. Candidates are then in a position to implement their research proposals, guided by their appointed supervisor/s. The community of Master's candidates and supervisors participate monthly in a dedicated discussion session and annually in an eSeminar to ensure continuous academic engagement and progress tracking.

## Distance delivery includes

- Distance dissertation supervisors who guide students' research design, development and learning.
- A dedicated success navigator who supports students throughout the learning journey.
- Access to our distance information centre and resources.

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

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.

## 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.

## Admission requirements

Minimum Admission Requirements:	An appropriate HEQSF Level 8 Honours degree; OR		<b>Notes:</b>  <b>An overall qualification average of at least 65%, normally.</b>
	A relevant Postgraduate Diploma or appropriate equivalent; OR		
	An appropriate Level 8 Bachelor's Degree (480 credits) may also be recognised as meeting the minimum entry requirements to a cognate Master's Degree programme.		
	International	A SAQA NQF L8 Evaluation Certificate in an appropriate field	
All applicants who are eligible for admission to the Master's in Creative Brand Leadership degree are required to register for the Proposal Development programme (SRPW021). Successful completion of the Proposal Development programme requires of applicants to complete and present a Research Proposal for approval at the Higher Degrees Committee. In order to register for the Research Proposal Development programme, applicants develop and submit a relevant Statement of Intent for review and acceptance into the programme.			
Additional Notes	<ul style="list-style-type: none"> <li>• If an applicant meets the above requirements, registration is subject to faculty supervisory capacity.</li> <li>• The applicant has the right to request a written reason for any refused admission and may appeal to the Research and Postgraduate Committee in writing.</li> <li>• If the Research and Postgraduate Committee upholds the refusal, the decision is final. The candidate may re apply in the following academic year if they have been able to address the issues concerned and The IIE may invite the candidate to reapply if a suitable supervisor is employed.</li> </ul>		
Senate Discretionary Admission	Recognition of Prior Learning (RPL)	Where candidates do not satisfy the formal admission requirements for this qualification, The IIE may consider an admission application in terms of the Credit Accumulation and Transfer, Recognition of Prior Learning and Qualification Completion Policy (IIE010).	



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