



# IIE Master of Commerce in Strategic Brand Leadership

Master's

Distance



This IIE programme provides marketing and business managers and executives with the brand-business leadership competence required to further their careers to senior executive level. The master's programme engages students in innovative strategic brand-business leadership for business growth and sustainable future brand-business performance in local, emerging and global economies, with a strong focus on problem-solving and decision-making. This qualification is designed to prepare students for leadership roles in private, government and NGO sectors. **The IIE Master of Commerce in Strategic Brand Leadership consists of a coursework component followed by a minor dissertation. The coursework modules focus on contemporary manifestations in the respective disciplines of brand, strategy and leadership. The dissertation will allow you to approach an industry-related problem from a scientific, scholarly angle.**

For the creators.

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# IIE Master of Commerce in Strategic Brand Leadership

2 Years Part-Time Distance | NQF Level 9 | 180 Credits | SAQA ID: 111305

## Career opportunities

The programme builds career pathways for those involved and interested in Strategic Brand Leadership positions.

## Aim

The IIE Master of Commerce in Strategic Brand Leadership aims to graduate a new class of leaders and innovators who:

- Demonstrate the ability to predict, investigate, analyse and critique complex inter-dependent brand and business challenges and opportunities within emerging economies.
- Demonstrate sophisticated problem-solving competencies to generate, select, and apply innovative strategies for brand-business.
- Demonstrate the ability to make and promote ethical brand-business decisions.
- Communicate and defend ideas, discourses and strategies that will influence and engage diverse audiences.
- Complete a mini-dissertation in the inter-related fields of brand and business.

## Structure

The IIE Master of Commerce in Strategic Brand Leadership consists of five modules. Four core modules, including the research component comprising of the mini-dissertation, and one elective module out of a possible two elective modules.

### Year 1 modules

- SLP: Proposal Development for Master's Studies
- Advanced Brand Strategy
- Advanced Business Strategy
- Advanced Brand-Business Leadership

### Year 2 module

- Mini-Dissertation

### One elective module

- Brand-Business Leadership in Emerging Economies OR
- Brand-Business Performance Management and Valuation

## Admission procedures

As part of the application process candidates are required to submit a full academic record of completed undergraduate and postgraduate qualifications. Candidates who meet the admission criteria will be requested to submit a brief CV and short concept document for which a template will be provided. Your application will then be forwarded to the Head of Programme for a telephonic interview. Applicants will be informed of the outcome of this interview via email.

## Modules

Year 1					
Semester 1			Semester 2		
Code	Module Name	Credits	Code	Module Name	Credits
ABRS9511	Advanced Brand Strategy	25	ABBL9512	Advanced Brand Business Leadership	25
ABUS9511	Advanced Business Strategy	25	SRPW021	SLP: Proposal Development for Master's Studies	0

Year 2					
Semester 3			Semester 4		
Code	Module Name	Credits	Credits		
MIDI9519	Minor dissertation (Compulsory)				80
OR					
BBLE9511	Brand-Business Leadership in Emerging Economies (Elective)	25			
BBPM9511	Brand-Business Performance Management and Valuation (Elective)	25			

## 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.
- Regular live distance workshop blocks with your distance navigators throughout the semester.
- 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.

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.

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.

## 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.

## 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.

## 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.

## Admission requirements

Minimum Admission Requirements:	<ul style="list-style-type: none"> <li>• An appropriate HEQSF Level 8 Bachelor of Commerce Honours degree in strategic management, marketing and/ or strategic brand management or equivalent discipline; OR</li> <li>• A relevant HEQSF Postgraduate Diploma or appropriate equivalent; OR</li> <li>• A Level 8 Bachelor's Degree (480 credits) may also be recognised as meeting the minimum entry requirements, preferably with evidence of NQF 7 commerce related modules (strategic brand management, brand management, and marketing management)</li> </ul> <p><b>An overall qualification average of at least 65%, normally.</b></p>
International	A SAQA NQF L8 Evaluation Certificate in an appropriate field
Additional Notes	<ul style="list-style-type: none"> <li>• All students are required to complete the <b>Proposal Development for Master's Studies</b> during their first year, second semester of studies. The outcome of this SLP is a draft proposal required for supervisor allocation for the mini-dissertation in Year 2 Semester 1 of study. The SLP will run concurrently with the coursework modules in the first year of study. You will be sent a manual contract to complete and we will add the module to your registration on your behalf. The cost of the SLP is in addition to the Master of Commerce Tuition fee.</li> </ul>



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