



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Road Transport Marketing Strategy Development And Management Training

Services / Transport, Operations and Logistics

Unit Standard 113856 · NQF Level 5 · 13 Credits · 10 Days

COURSE OVERVIEW

This course equips learners with the skills to develop and manage marketing strategies specifically for the road transport industry. Participants will learn to analyze market trends, design strategic plans, and implement effective marketing campaigns that drive business growth in the transport sector.

Category	Services
Subfield	Transport, Operations and Logistics
Unit Standard	113856
Accreditation	SAQA Accredited · NQF Level 5 · 13 Credits
Duration	10 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Analyze the road transport market environment to identify opportunities and threats.
- Design a comprehensive marketing strategy aligned with organizational goals.
- Implement marketing plans using appropriate tools and techniques.
- Evaluate the effectiveness of marketing strategies and adjust as needed.
- Demonstrate ability to manage marketing resources and budgets effectively.
- Apply ethical marketing practices within the transport industry.

WHO SHOULD ATTEND

- This course is designed for marketing managers, transport business owners, and professionals involved in strategic marketing within the road transport industry.

COURSE OUTLINE

Day 1: Introduction to Road Transport Marketing

- Overview of the South African road transport sector
- Marketing fundamentals applied to transport services
- Market segmentation and target audience identification
- Regulatory environment: SAQA, NQF, and transport legislation

Day 2: Market Research and Analysis for Transport

- Primary and secondary research techniques
- SWOT analysis for transport companies
- Competitor analysis and benchmarking
- Identifying customer needs and service gaps

Day 3: Developing a Transport Marketing Strategy

- Setting SMART marketing objectives
- Strategic planning frameworks (e.g., Ansoff Matrix)
- Branding and positioning in transport
- Budgeting and resource allocation

Day 4: Marketing Mix for Road Transport Services

- Product: service design and differentiation
- Price: cost-based and value-based pricing
- Place: distribution networks and partnerships
- Promotion: advertising, sales promotion, public relations
- People, Process, Physical evidence in transport

Day 5: Customer Relationship Management in Transport

- CRM systems and software
- Building long-term customer loyalty
- Handling complaints and service recovery
- Measuring customer satisfaction

Day 6: Digital Marketing for Transport Companies

- Website optimization and SEO
- Social media platforms for B2B and B2C
- Email marketing and online advertising
- Analytics and KPIs

Day 7: Sales Techniques and Negotiation in Transport

- Sales process for transport services
- Consultative selling and value proposition
- Negotiation strategies and tactics
- Sales forecasting and performance tracking

Day 8: Legal and Ethical Considerations in Transport Marketing

- Advertising standards and consumer protection
- Data privacy and POPIA compliance
- Ethical issues in transport marketing
- Contractual obligations and liability

Day 9: Monitoring, Evaluation, and Adjustment of Marketing Plans

- Key performance indicators (KPIs) for transport marketing
- Marketing audit process
- Feedback loops and continuous improvement
- Reporting to stakeholders

Day 10: Capstone Project and Course Integration

- Capstone project: develop a full marketing strategy for a transport company
- Presentation skills and pitching
- Peer review and constructive feedback
- Final assessment and course wrap-up

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **13 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 37,600.00	R 37,600.00
1	In-House	R 48,800.00	R 48,800.00
1	On-Campus (Pretoria)	R 56,400.00	R 56,400.00

UPCOMING SESSIONS

Start	End	Method	Venue
07 Aug 2026	20 Aug 2026	On-Campus	Pretoria, South Africa
07 Aug 2026	20 Aug 2026	On-Campus	Lagos, Nigeria
10 Aug 2026	21 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	21 Aug 2026	On-Campus	Mauritius
11 Aug 2026	24 Aug 2026	On-Campus	Cape Town, South Africa
12 Aug 2026	25 Aug 2026	On-Campus	Dubai, UAE
13 Aug 2026	26 Aug 2026	On-Campus	Pretoria, South Africa
14 Aug 2026	27 Aug 2026	On-Campus	Abu Dhabi, UAE

Contact us if no suitable date is listed — on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 113856) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call +27 12 004 8389 or WhatsApp +27 65 077 6310 and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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