



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

Marketing Market Research And Promotions Assistance Training

Business, Commerce and Management Studies / Public Relations

Unit Standard 115409 · NQF Level 4 · 7 Credits · 4 Days

COURSE OVERVIEW

This course equips learners with the skills to conduct market research and assist in promotional activities within a marketing context. Participants will gain practical knowledge to support marketing campaigns and contribute to organisational growth.

Category	Business, Commerce and Management Studies
Subfield	Public Relations
Unit Standard	115409
Accreditation	SAQA Accredited · NQF Level 4 · 7 Credits
Duration	4 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply market research principles to gather and analyse data for marketing decisions.
- Demonstrate the ability to assist in the planning and execution of promotional activities.
- Evaluate the effectiveness of promotional campaigns using appropriate metrics.
- Analyse target markets and customer segments to inform marketing strategies.
- Implement basic research techniques, including surveys and interviews, to collect consumer insights.
- Design simple promotional materials and communication pieces in line with brand guidelines.

WHO SHOULD ATTEND

- This course is ideal for marketing assistants, junior marketers, or anyone responsible for supporting market research and promotional efforts in a corporate or small business environment.

COURSE OUTLINE

Day 1: Foundations of Marketing and Market Research

- Introduction to marketing concepts and the marketing mix (4 Ps).
- Overview of market research: purpose and benefits.
- Types of market research: primary vs secondary, qualitative vs quantitative.
- The market research process: problem definition, research design, data collection, analysis, reporting.
- Ethical issues in market research: confidentiality, informed consent, bias.
- Activity: Identify a business problem and propose a research approach.

Day 2: Data Collection Techniques and Tools

- Quantitative data collection: surveys, questionnaires, structured observation.
- Qualitative data collection: interviews, focus groups, ethnographic observation.
- Designing questionnaires: question types, wording, order, and bias avoidance.
- Sampling methods: probability and non-probability sampling.
- Introduction to data collection tools: Google Forms, SurveyMonkey, Excel.
- Practical activity: Create a short survey for a given scenario.
- Role-play: Conduct a mock focus group or interview.

Day 3: Data Analysis and Interpretation

- Data preparation: coding, cleaning, and entering data into a spreadsheet.
- Descriptive statistics: measures of central tendency and dispersion.
- Cross-tabulation and segmentation analysis.
- Data visualisation: creating charts and graphs in Excel or Google Sheets.
- Interpreting results: drawing conclusions and making recommendations.
- Activity: Analyse sample data and prepare a summary of findings.
- Group discussion: Common pitfalls in data interpretation.

Day 4: Promotions Assistance and Reporting

- Introduction to promotions: advertising, sales promotion, public relations, digital marketing.
- Linking research insights to promotional strategy.
- Developing promotional content: copywriting, visuals, and calls to action.
- Structuring a market research report: executive summary, methodology, findings, recommendations.
- Presentation skills: tailoring content for different audiences.
- Practical activity: Create a promotional flyer or social media post based on research data.
- Final project: Present a mini research report and promotional recommendation.
- Course wrap-up and assessment.

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 **7 NQF credits** at **NQF Level 4**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 20,500.00	R 20,500.00
1	In-House	R 26,600.00	R 26,600.00
1	On-Campus (Pretoria)	R 30,800.00	R 30,800.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	13 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	13 Aug 2026	On-Campus	Abu Dhabi, UAE
10 Aug 2026	13 Aug 2026	On-Campus	Pretoria, South Africa
10 Aug 2026	13 Aug 2026	On-Campus	Dubai, UAE
10 Aug 2026	13 Aug 2026	On-Campus	Cape Town, South Africa
10 Aug 2026	13 Aug 2026	On-Campus	Mauritius
18 Aug 2026	21 Aug 2026	On-Campus	Dubai, UAE
18 Aug 2026	21 Aug 2026	On-Campus	Pretoria, South Africa

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 115409) 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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