



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

Evaluate Assess And Apply Merchandising And Marketing Practices Training

Business, Commerce and Management Studies / Generic Management

Unit Standard 115820 · NQF Level 5 · 8 Credits · 5 Days

COURSE OVERVIEW

This course equips learners with the skills to evaluate, assess, and apply merchandising and marketing practices within a retail or corporate environment. Participants will learn to analyze market trends, develop effective merchandising strategies, and implement marketing practices that align with organizational goals. The course focuses on practical application to enhance product visibility, customer engagement, and sales performance.

Category	Business, Commerce and Management Studies
Subfield	Generic Management
Unit Standard	115820
Accreditation	SAQA Accredited · NQF Level 5 · 8 Credits
Duration	5 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Evaluate current merchandising and marketing practices against industry standards and organizational objectives.
- Analyze market trends and consumer behavior to inform merchandising and marketing decisions.
- Apply appropriate merchandising techniques to optimize product placement and visual appeal.
- Implement integrated marketing campaigns that align with brand identity and target audience needs.
- Assess the effectiveness of merchandising and marketing strategies using relevant metrics and feedback.
- Demonstrate compliance with legal, ethical, and organizational requirements in merchandising and marketing activities.

WHO SHOULD ATTEND

- This course is designed for retail managers, marketing coordinators, merchandisers, and sales professionals who are responsible for planning and executing merchandising and marketing activities.
- It is also suitable for entrepreneurs and business owners seeking to improve their product presentation and market reach.

COURSE OUTLINE

Day 1: Foundations of Merchandising and Marketing

- Introduction to merchandising and marketing practices
- The retail marketing mix: product, price, place, promotion
- Understanding target markets and customer segmentation
- Overview of merchandise planning and assortment
- Basic pricing strategies and their objectives
- Introduction to promotional mix: advertising, sales promotion, public relations

Day 2: Evaluating Marketing and Merchandising Strategies

- SWOT and PESTLE analysis for retail environments
- Visual merchandising principles and store layout
- Category management and product placement
- Evaluating promotional effectiveness: ROI and KPIs
- Using sales data for assortment planning
- Case studies: successful and unsuccessful merchandising strategies

Day 3: Applying Marketing Practices to Drive Sales

- Steps in developing a marketing plan
- Integrated marketing communication (IMC) strategies
- Digital marketing for retailers: SEO, SEM, social media
- Email marketing and customer relationship management (CRM)
- Budgeting for marketing activities
- Promotional calendar creation

Day 4: Applying Merchandising Practices to Optimise Product Performance

- Merchandise buying and assortment planning
- Inventory management: stock turns, fill rates, and safety stock
- Pricing strategies: markdowns, promotions, and dynamic pricing
- Planogram design and implementation
- Supplier negotiation and performance evaluation
- Technology in merchandising: ERP and retail analytics

Day 5: Integration, Assessment, and Application

- Integrating marketing and merchandising for competitive advantage
- Case study: developing a go-to-market strategy
- Ethical and legal considerations in retail practices
- Review of unit standard 115820 outcomes
- Practical assessment: plan presentation and feedback
- Summative assessment: written test and portfolio submission

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 **8 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 24,200.00	R 24,200.00
1	In-House	R 31,400.00	R 31,400.00
1	On-Campus (Pretoria)	R 36,200.00	R 36,200.00

UPCOMING SESSIONS

Start	End	Method	Venue
03 Aug 2026	07 Aug 2026	On-Campus	Pretoria, South Africa
03 Aug 2026	07 Aug 2026	On-Campus	Dubai, UAE
03 Aug 2026	07 Aug 2026	On-Campus	Cape Town, South Africa
03 Aug 2026	07 Aug 2026	On-Campus	Mauritius
03 Aug 2026	07 Aug 2026	On-Campus	Johannesburg, South Africa
03 Aug 2026	07 Aug 2026	On-Campus	Lagos, Nigeria
10 Aug 2026	14 Aug 2026	On-Campus	Mauritius
10 Aug 2026	14 Aug 2026	On-Campus	Cape Town, 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 115820) 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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