



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

Promotional Activity Coordination And Management Training

Services / Cleaning, Domestic, Hiring, Property and Rescue Services

Unit Standard 115867 · NQF Level 4 · 6 Credits · 3 Days

COURSE OVERVIEW

This course equips learners with the skills to coordinate and manage promotional activities effectively within a corporate environment. Participants will learn to plan, implement, and evaluate promotional campaigns that align with organisational objectives, ensuring compliance with relevant legislation and industry standards.

Category	Services
Subfield	Cleaning, Domestic, Hiring, Property and Rescue Services
Unit Standard	115867
Accreditation	SAQA Accredited · NQF Level 4 · 6 Credits
Duration	3 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Plan promotional activities by analysing target markets and defining objectives.
- Coordinate resources and timelines to implement promotional campaigns efficiently.
- Monitor and evaluate promotional activities to measure effectiveness against set criteria.
- Apply relevant legislation, codes of conduct, and ethical practices in promotional coordination.
- Communicate promotional plans and results to stakeholders using appropriate formats.
- Adjust promotional strategies based on feedback and performance data.

WHO SHOULD ATTEND

- This course is designed for marketing coordinators, brand managers, and professionals responsible for planning and executing promotional activities in corporate or agency settings.

COURSE OUTLINE

Day 1: Foundations of Promotional Activity Coordination

- Introduction to promotional activity coordination and management.
- The marketing mix and the role of promotions.
- Stakeholders in promotional activities: internal teams, agencies, suppliers.
- Legal and ethical considerations: Consumer Protection Act, ASA codes.
- Overview of promotional tools: advertising, sales promotions, public relations, digital.
- The promotional planning process: from briefing to evaluation.
- Setting objectives and defining target audiences.
- Budgeting basics for promotional activities.

Day 2: Planning and Executing Promotional Campaigns

- Creating a promotional plan: objectives, strategy, tactics.
- Coordinating with internal teams and external partners.
- Selecting and integrating promotional channels.
- Project management for promotions: Gantt charts, checklists.
- Risk assessment and contingency planning.
- Managing promotional materials and inventory.
- Real-time monitoring and performance tracking.
- Case study: planning a product launch promotion.

Day 3: Evaluation, Reporting, and Continuous Improvement

- Key performance indicators for promotions: reach, engagement, ROI.
- Data collection methods: surveys, sales data, digital analytics.
- Reporting formats and presenting findings to management.
- Post-campaign evaluation: lessons learned and best practices.
- Continuous improvement cycle: plan-do-check-act.
- Integrating feedback into future promotional strategies.
- Practical assessment: design a promotional activity plan with evaluation criteria.
- Course wrap-up and Q&A.

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 **6 NQF credits** at **NQF Level 4**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 17,900.00	R 17,900.00
1	In-House	R 23,300.00	R 23,300.00
1	On-Campus (Pretoria)	R 26,800.00	R 26,800.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	12 Aug 2026	On-Campus	Abu Dhabi, UAE
10 Aug 2026	12 Aug 2026	On-Campus	Cape Town, South Africa
11 Aug 2026	13 Aug 2026	On-Campus	Durban, South Africa
11 Aug 2026	13 Aug 2026	On-Campus	Dubai, UAE
12 Aug 2026	14 Aug 2026	On-Campus	Pretoria, South Africa
12 Aug 2026	14 Aug 2026	On-Campus	Mauritius
17 Aug 2026	19 Aug 2026	On-Campus	Durban, South Africa
17 Aug 2026	19 Aug 2026	On-Campus	Dubai, 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 115867) 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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