



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

Promotions Implementation For Hire Products And Services Training

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

Unit Standard 115879 · NQF Level 3 · 5 Credits · 2 Days

COURSE OVERVIEW

This course equips learners with the skills to plan, implement, and evaluate promotions for hire products and services. It focuses on developing practical competencies in executing promotional strategies within the hire industry, ensuring alignment with organisational objectives and legal requirements.

Category	Services
Subfield	Cleaning, Domestic, Hiring, Property and Rescue Services
Unit Standard	115879
Accreditation	SAQA Accredited · NQF Level 3 · 5 Credits
Duration	2 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Analyse the requirements for implementing promotions in the hire products and services context.
- Plan promotional activities in accordance with organisational policies and legal frameworks.
- Implement promotional campaigns effectively using appropriate resources and channels.
- Monitor and evaluate promotional outcomes against set objectives.
- Demonstrate compliance with relevant legislation and ethical standards during promotions.
- Apply corrective actions based on evaluation feedback to improve future promotions.

WHO SHOULD ATTEND

- This course is designed for individuals involved in marketing, sales, or operational roles within the hire products and services sector, including supervisors, team leaders, and new entrepreneurs seeking to enhance their promotional implementation capabilities.

COURSE OUTLINE

Day 1: Foundations of Promotions Implementation

- Overview of SAQA Unit Standard 115879
- Consumer Protection Act and Code of Advertising Practice
- Types of promotions for hire products and services
- Stakeholders in promotions implementation
- Promotional planning: objectives, target audience, budget
- Basic promotional mix elements
- Documentation and record-keeping requirements
- Ethical considerations in promotions

Day 2: Advanced Promotions Execution and Evaluation

- Detailed promotional plan execution
- Coordination with sales and operations teams
- Promotional materials and logistics
- Monitoring techniques: sales data, customer feedback
- Cost control and budget management
- Measuring ROI and KPIs
- Post-promotion analysis and reporting
- Case studies and practical scenarios

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 **5 NQF credits** at **NQF Level 3**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 15,400.00	R 15,400.00
1	In-House	R 20,000.00	R 20,000.00
1	On-Campus (Pretoria)	R 23,100.00	R 23,100.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	11 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	11 Aug 2026	On-Campus	Pretoria, South Africa
10 Aug 2026	11 Aug 2026	On-Campus	Cape Town, South Africa
12 Aug 2026	13 Aug 2026	On-Campus	Abu Dhabi, UAE
12 Aug 2026	13 Aug 2026	On-Campus	Dubai, UAE
12 Aug 2026	13 Aug 2026	On-Campus	Mauritius
18 Aug 2026	19 Aug 2026	On-Campus	Pretoria, South Africa
18 Aug 2026	19 Aug 2026	On-Campus	Durban, 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 115879) 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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