



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 Fundamentals For Business Success Training

Agriculture and Nature Conservation / Primary Agriculture

Unit Standard 116164 · NQF Level 1 · 2 Credits · 1 Day

COURSE OVERVIEW

This course equips learners with foundational marketing principles and practical skills to drive business success. It covers market research, customer segmentation, marketing mix strategies, and campaign evaluation, enabling participants to apply marketing fundamentals in real-world contexts.

Category	Agriculture and Nature Conservation
Subfield	Primary Agriculture
Unit Standard	116164
Accreditation	SAQA Accredited · NQF Level 1 · 2 Credits
Duration	1 day
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply marketing principles to identify target markets and develop customer profiles.
- Analyze market research data to inform marketing decisions.
- Evaluate the effectiveness of marketing campaigns using key performance indicators.
- Design a basic marketing plan incorporating the marketing mix (product, price, place, promotion).
- Demonstrate understanding of ethical and legal considerations in marketing.
- Implement customer relationship management strategies to build brand loyalty.

WHO SHOULD ATTEND

- This course is designed for entry-level marketing professionals, small business owners, and anyone seeking to understand core marketing concepts to enhance business performance.

COURSE OUTLINE

Day 1: Foundations of Marketing for Business Success

- Definition and scope of marketing
- The marketing concept: customer orientation and value creation
- The marketing mix: product, price, place, promotion, people, process, physical evidence
- Market segmentation, targeting, and positioning (STP)
- The micro and macro marketing environment (PESTLE analysis)
- Introduction to the marketing plan and its components
- Practical activity: applying the 7Ps to a case study

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 **2 NQF credits** at **NQF Level 1**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 12,800.00	R 12,800.00
1	In-House	R 16,600.00	R 16,600.00
1	On-Campus (Pretoria)	R 19,200.00	R 19,200.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	10 Aug 2026	On-Campus	Dubai, UAE
11 Aug 2026	11 Aug 2026	On-Campus	Pretoria, South Africa
12 Aug 2026	12 Aug 2026	On-Campus	Abu Dhabi, UAE
13 Aug 2026	13 Aug 2026	On-Campus	Durban, South Africa
13 Aug 2026	13 Aug 2026	On-Campus	Mauritius
14 Aug 2026	14 Aug 2026	On-Campus	Cape Town, South Africa
17 Aug 2026	17 Aug 2026	On-Campus	Pretoria, South Africa
18 Aug 2026	18 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 116164) 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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