



## Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

Tel: +27 12 004 8389 · Mobile: +27 65 077 6310

Email: [apply@aaticd.co.za](mailto:apply@aaticd.co.za) · Website: [www.aaticd.co.za](http://www.aaticd.co.za)

### COURSE BROCHURE

# Marketing Plan Development For Small Craft Businesses Training

Culture and Arts / Visual Arts

Unit Standard 117529 · NQF Level 5 · 8 Credits · 5 Days

## COURSE OVERVIEW

This course equips small craft business owners and managers with the skills to design and implement effective marketing plans tailored to the unique challenges of the craft sector. Participants will learn to analyze market opportunities, set realistic objectives, and allocate resources to promote their products sustainably.

|                 |                                           |
|-----------------|-------------------------------------------|
| Category        | Culture and Arts                          |
| Subfield        | Visual Arts                               |
| Unit Standard   | 117529                                    |
| 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

- Analyze the external and internal environment of a small craft business to identify marketing opportunities and threats.
- Design a comprehensive marketing plan that includes objectives, target markets, product positioning, and promotional strategies.
- Apply budgeting techniques to allocate financial and human resources effectively within the marketing plan.
- Evaluate the effectiveness of marketing activities using appropriate metrics and adjust plans accordingly.
- Demonstrate compliance with relevant legal and ethical standards in marketing communications.
- Implement a marketing plan that integrates digital and traditional channels for optimal reach.

## WHO SHOULD ATTEND

- Small craft business owners, artisan entrepreneurs, and managers in the creative industries who seek to develop structured marketing strategies to grow their market share and brand presence.

## COURSE OUTLINE

### Day 1: Introduction to Marketing Planning for Craft Businesses

- Overview of marketing planning.
- The craft business landscape in South Africa.
- Key elements of a marketing plan.
- Linking marketing to business goals.
- Introduction to the marketing mix (7Ps).

### Day 2: Market Research and Customer Analysis

- Primary and secondary research methods.
- Customer personas and segmentation.
- Competitive analysis tools.
- SWOT analysis for craft businesses.
- Using surveys and interviews effectively.

### Day 3: Developing Marketing Strategies and Tactics

- SMART marketing objectives.
- Product positioning and branding.
- Digital marketing basics (social media, email, website).
- Traditional marketing (craft fairs, local events).
- Pricing strategies for craft items.

### Day 4: Budgeting, Implementation, and Monitoring

- Creating a marketing budget.
- Action plans and timelines.
- KPIs for craft businesses.
- Tools for tracking marketing performance.
- Continuous improvement cycle.

### Day 5: Finalising the Marketing Plan and Presentation

- Structuring the marketing plan document.
- Presentation skills for pitching ideas.
- Peer review and constructive feedback.
- Finalising the plan.
- Next steps and implementation roadmap.

## 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](http://www.aaticd.co.za), open the page for this course (Unit Standard 117529) 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](mailto: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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