



## Accredited Africa Training Institute for Capacity Development

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### COURSE BROCHURE

# Persuasive Copywriting Principles For Business Communication Training

Business, Commerce and Management Studies / Marketing

Unit Standard 117585 · NQF Level 5 · 11 Credits · 8 Days

## COURSE OVERVIEW

This course equips learners with the principles of persuasive copywriting for business communication, enabling them to craft compelling messages that drive action. Participants will learn to apply psychological triggers, structure arguments effectively, and tailor content to diverse audiences within a corporate context.

|                 |                                            |
|-----------------|--------------------------------------------|
| Category        | Business, Commerce and Management Studies  |
| Subfield        | Marketing                                  |
| Unit Standard   | 117585                                     |
| Accreditation   | SAQA Accredited · NQF Level 5 · 11 Credits |
| Duration        | 8 days                                     |
| Training Method | Online, On-Campus, In-House                |
| Certificate     | Issued via AATICD LMS – verifiable online  |

## LEARNING OUTCOMES

- Apply persuasive copywriting principles to create business communications that influence reader behaviour.
- Analyse target audiences and tailor messaging to meet their needs and motivations.
- Evaluate the effectiveness of copywriting strategies using established criteria.
- Design persuasive content structures using techniques such as AIDA and problem-agitation-solution.
- Implement ethical persuasion techniques that build trust and credibility.
- Demonstrate the ability to edit and refine copy for clarity, impact, and correctness.

## WHO SHOULD ATTEND

- Marketing professionals, business writers, communication officers, and managers who need to produce persuasive business documents, emails, proposals, or promotional content.

## COURSE OUTLINE

### Day 1: Foundations of Persuasive Communication

- Introduction to persuasive copywriting and its business applications.
- The three pillars of persuasion: ethos, pathos, logos.
- Audience segmentation and psychographic profiling.
- Defining clear objectives for persuasive messages.
- Overview of communication models (e.g., AIDA).
- Ethical considerations in persuasion.
- Case studies: successful persuasive copy in South African business contexts.
- Practical exercise: analyse a sample persuasive text.

### Day 2: Structuring Persuasive Messages

- Deep dive into the AIDA model: Attention, Interest, Desire, Action.
- Techniques for writing powerful headlines and subject lines.
- Building interest through storytelling and benefits.
- Creating desire with emotional triggers and social proof.
- Crafting effective calls to action.
- Structuring arguments using Monroe's Motivated Sequence.
- Practical exercise: write a persuasive email using AIDA.
- Peer review and feedback session.

### Day 3: Language and Tone for Persuasion

- Understanding tone: formal vs. informal, authoritative vs. friendly.
- Power words and emotional vocabulary.
- Rhetorical devices: questions, triads, metaphors.
- Inclusive language and cultural sensitivity in the South African context.
- Avoiding clichés, jargon, and overly complex language.
- Writing for different channels: email, social media, print.
- Practical exercise: rewrite a neutral message with persuasive tone.
- Group discussion on language choices.

### Day 4: Audience-Centric Copywriting

- Techniques for audience research: surveys, interviews, data analysis.
- Creating detailed buyer personas.
- Empathy mapping: understanding feelings, thoughts, and actions.
- Addressing pain points and aspirations.
- Segmenting audiences for targeted messaging.
- Personalisation strategies in copy.
- Practical exercise: develop a persona and write tailored copy.
- Case study: successful targeted campaigns in South Africa.

### Day 5: Storytelling in Persuasive Copy

- Elements of a persuasive story: character, conflict, change.
- The hero's journey framework for business stories.
- Crafting authentic customer success stories.
- Using testimonials and social proof.
- Storytelling for different media: video, blog, presentation.

- Ethical considerations in storytelling.
- Practical exercise: write a short brand story.
- Group storytelling activity.

#### Day 6: Digital Persuasion and Social Media Copy

- Writing for the web: scannability, headings, bullet points.
- Landing page copy: value proposition, benefits, CTAs.
- Social media copy: brevity, hashtags, visual integration.
- SEO basics: keywords, meta descriptions, alt text.
- A/B testing copy variations.
- Analytics: click-through rates, conversion rates.
- Practical exercise: write a landing page section.
- Review of digital tools for copywriting.

#### Day 7: Persuasive Proposals and Business Documents

- Anatomy of a persuasive business proposal.
- Writing executive summaries that hook decision-makers.
- Incorporating data, statistics, and case studies.
- Persuasive cover letters and emails.
- Structuring reports for impact: recommendations first.
- Visual aids: charts, infographics, and diagrams.
- Practical exercise: draft a proposal section.
- Peer review and revision.

#### Day 8: Integration, Ethics, and Final Assessment

- Review of key concepts and frameworks.
- Ethics in persuasion: truthfulness, transparency, respect.
- Compliance with South African consumer laws.
- Final assignment: create a multi-channel persuasive campaign.
- Peer feedback and group critique.
- Self-assessment and reflection.
- Action plan for ongoing skill development.
- Course wrap-up and certification.

## 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 **11 NQF credits** at **NQF Level 5**.

## PRICING (PER DELEGATE, EX-VAT)

| Delegates | Training Method      | Price per Delegate | Total       |
|-----------|----------------------|--------------------|-------------|
| 1         | Online               | R 32,200.00        | R 32,200.00 |
| 1         | In-House             | R 41,900.00        | R 41,900.00 |
| 1         | On-Campus (Pretoria) | R 48,300.00        | R 48,300.00 |

## UPCOMING SESSIONS

| Start       | End         | Method    | Venue                   |
|-------------|-------------|-----------|-------------------------|
| 10 Aug 2026 | 19 Aug 2026 | On-Campus | Durban, South Africa    |
| 10 Aug 2026 | 19 Aug 2026 | On-Campus | Mauritius               |
| 11 Aug 2026 | 20 Aug 2026 | On-Campus | Cape Town, South Africa |
| 12 Aug 2026 | 21 Aug 2026 | On-Campus | Dubai, UAE              |
| 13 Aug 2026 | 24 Aug 2026 | On-Campus | Pretoria, South Africa  |
| 14 Aug 2026 | 25 Aug 2026 | On-Campus | Abu Dhabi, UAE          |
| 17 Aug 2026 | 26 Aug 2026 | On-Campus | Shenzhen, China         |
| 18 Aug 2026 | 27 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](http://www.aaticd.co.za), open the page for this course (Unit Standard 117585) 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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