



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

Campaign Media And Creative Strategy Development Training

Business, Commerce and Management Studies / Marketing

Unit Standard 117589 · NQF Level 6 · 9 Credits · 6 Days

COURSE OVERVIEW

This course equips learners with the skills to develop integrated campaign media and creative strategies that align with organisational objectives. Participants will learn to analyse target audiences, select appropriate media channels, and craft compelling creative concepts to maximise campaign effectiveness.

Category	Business, Commerce and Management Studies
Subfield	Marketing
Unit Standard	117589
Accreditation	SAQA Accredited · NQF Level 6 · 9 Credits
Duration	6 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply research techniques to analyse target audience demographics, psychographics, and media consumption habits.
- Design a comprehensive media strategy that selects and schedules appropriate channels to achieve campaign objectives.
- Develop creative concepts and messaging that resonate with the target audience and reinforce brand identity.
- Evaluate campaign performance using key metrics and adjust strategies to optimise results.
- Implement an integrated campaign plan that coordinates media and creative elements seamlessly.
- Demonstrate compliance with ethical standards and regulatory requirements in campaign development.

WHO SHOULD ATTEND

- Marketing professionals, advertising practitioners, brand managers, and communication specialists who are responsible for planning and executing integrated marketing campaigns.

COURSE OUTLINE

Day 1: Foundations of Campaign Media and Creative Strategy

- Introduction to campaign media and creative strategy
- Components of a campaign brief
- Overview of media channels: traditional vs digital
- Target audience profiling and segmentation
- The creative brief: linking strategy to execution
- Case studies of successful campaigns

Day 2: Media Planning and Channel Selection

- Media planning process and objectives
- Key media metrics: reach, frequency, GRPs, CPM
- Paid, owned, and earned media strategies
- Channel selection criteria
- Developing a media schedule
- Media consumption trends in South Africa

Day 3: Creative Strategy Development

- Elements of creative strategy
- Brand positioning and creative alignment
- Message strategy frameworks
- Brainstorming and concept development techniques
- Writing an effective creative brief
- Creative evaluation criteria

Day 4: Integration of Media and Creative

- The media-creative nexus
- Channel-specific creative considerations (TV, radio, print, digital, OOH)
- Media-agnostic creative development
- Adapting creative assets for different platforms
- Cross-channel campaign integration
- Case study: integrated campaign analysis

Day 5: Budgeting, Measurement, and Optimisation

- Campaign budgeting principles
- Setting KPIs for media and creative
- Measurement tools and analytics platforms
- Interpreting campaign data
- Optimisation techniques (e.g., A/B testing, flighting)
- Reporting and insights for stakeholders

Day 6: Practical Application and Capstone Project

- Capstone project brief and guidelines
- Developing a complete campaign plan (media + creative)
- Presentation skills for pitching strategies
- Peer review and feedback session
- Ethical considerations in advertising

- Course wrap-up and action planning

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 **9 NQF credits** at **NQF Level 6**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 28,200.00	R 28,200.00
1	In-House	R 36,600.00	R 36,600.00
1	On-Campus (Pretoria)	R 42,200.00	R 42,200.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	17 Aug 2026	On-Campus	Abu Dhabi, UAE
11 Aug 2026	18 Aug 2026	On-Campus	Durban, South Africa
11 Aug 2026	18 Aug 2026	On-Campus	Mauritius
12 Aug 2026	19 Aug 2026	On-Campus	Cape Town, South Africa
13 Aug 2026	20 Aug 2026	On-Campus	Dubai, UAE
14 Aug 2026	21 Aug 2026	On-Campus	Pretoria, South Africa
17 Aug 2026	24 Aug 2026	On-Campus	Durban, South Africa
18 Aug 2026	25 Aug 2026	On-Campus	Shenzhen, China

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 117589) 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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