



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

Copywriting Principles For Marketing Communications Training

Business, Commerce and Management Studies / Marketing

Unit Standard 117593 · NQF Level 5 · 10 Credits · 7 Days

COURSE OVERVIEW

This course equips learners with the principles and techniques of copywriting for marketing communications. It focuses on writing persuasive, audience-focused copy across various media, including print, digital, and social platforms, to achieve marketing objectives.

Category	Business, Commerce and Management Studies
Subfield	Marketing
Unit Standard	117593
Accreditation	SAQA Accredited · NQF Level 5 · 10 Credits
Duration	7 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply the principles of effective copywriting to produce marketing communications that align with brand voice and marketing objectives.
- Analyze target audiences and tailor copy to meet their needs, preferences, and communication channels.
- Evaluate existing marketing copy for effectiveness and propose improvements based on copywriting principles.
- Design copy for different media formats, including print ads, emails, social media posts, and web content.
- Implement techniques such as headlines, calls-to-action, and storytelling to enhance engagement and conversion.
- Demonstrate the ability to edit and proofread copy to ensure clarity, accuracy, and consistency.

COURSE OUTLINE

Day 1: Introduction to Copywriting and Marketing Communications

- What is copywriting? Scope and relevance
- Overview of marketing communications channels
- Key principles: clarity, conciseness, persuasiveness, relevance
- Audience analysis: demographics, psychographics, buyer personas
- The copywriting process: brief, research, drafting, editing, approval
- Ethical guidelines: ASA codes, consumer protection, honesty in advertising

Day 2: Writing for Different Media and Formats

- Characteristics of print, digital, and broadcast copy
- Format-specific techniques: display ads, direct mail, web copy, scripts
- Crafting compelling headlines and subheadings
- The AIDA model and its application
- Tone of voice: formal, informal, conversational, urgent
- Analysing real-world examples

Day 3: Persuasive Writing Techniques and Emotional Appeals

- Persuasion principles: reciprocity, scarcity, authority, consistency, liking, social proof
- Storytelling in copywriting: narrative arcs and brand stories
- Emotional triggers and their appropriate use
- Features vs. benefits: translating features into customer benefits
- Crafting strong calls to action
- Ethical persuasion and avoiding manipulation

Day 4: Structuring and Editing Copy for Impact

- Information hierarchy and layout principles
- Writing for the web: scannability, SEO basics, hyperlinks
- Editing checklist: clarity, conciseness, tone, grammar, punctuation
- Brand voice and tone consistency
- Proofreading symbols and techniques
- Giving and receiving constructive feedback

Day 5: Copywriting for Digital Marketing and Social Media

- Website copy: home page, about us, product pages, CTAs
- Landing page optimisation and conversion copywriting
- Email marketing: subject lines, body copy, personalisation
- Social media copy: platform-specific styles and character limits
- SEO copywriting: keyword research, on-page SEO, meta tags
- PPC ad copy: headlines, descriptions, extensions
- Metrics and A/B testing for copy

Day 6: Integrated Campaigns and Multi-Channel Copy

- Campaign planning: brief, strategy, target audience, key message
- Customer journey mapping and corresponding copy needs
- Multi-channel coordination: print, digital, social, email, outdoor
- Maintaining brand voice across channels

- Working with visuals: headlines for images, captions, alt text
- Presenting copy to stakeholders: structure and justification

Day 7: Practical Application, Portfolio Development, and Assessment

- Final project brief: create copy for a product/service across 3 channels
- Drafting, editing, and polishing final copy
- Peer feedback session and revision
- Assessment preparation: knowledge review and practical tasks
- Portfolio presentation: structure and key takeaways
- Career pathways and continuous learning resources

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 **10 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 29,600.00	R 29,600.00
1	In-House	R 38,500.00	R 38,500.00
1	On-Campus (Pretoria)	R 44,400.00	R 44,400.00

UPCOMING SESSIONS

Start	End	Method	Venue
07 Aug 2026	17 Aug 2026	On-Campus	Cape Town, South Africa
10 Aug 2026	18 Aug 2026	On-Campus	Pretoria, South Africa
11 Aug 2026	19 Aug 2026	On-Campus	Abu Dhabi, UAE
12 Aug 2026	20 Aug 2026	On-Campus	Durban, South Africa
12 Aug 2026	20 Aug 2026	On-Campus	Mauritius
13 Aug 2026	21 Aug 2026	On-Campus	Cape Town, South Africa
14 Aug 2026	24 Aug 2026	On-Campus	Dubai, UAE
17 Aug 2026	25 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 117593) 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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