



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 And Advertising Creative Process Development Implementation Training

Business, Commerce and Management Studies / Marketing

Unit Standard 117601 · NQF Level 6 · 14 Credits · 11 Days

COURSE OVERVIEW

This course equips learners with the skills to develop, implement, and manage creative processes within marketing and advertising campaigns. It focuses on integrating strategic thinking with creative execution to produce effective advertising materials that meet organisational objectives.

Category	Business, Commerce and Management Studies
Subfield	Marketing
Unit Standard	117601
Accreditation	SAQA Accredited · NQF Level 6 · 14 Credits
Duration	11 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Analyse the creative process and its role in marketing and advertising strategy.
- Design a creative brief that aligns with organisational goals and target audience insights.
- Implement a creative development process from concept to final production.
- Evaluate the effectiveness of advertising creative outputs against campaign objectives.
- Apply ethical and legal considerations in the development of advertising materials.
- Demonstrate the ability to manage stakeholder feedback and revisions during the creative process.

WHO SHOULD ATTEND

- Marketing managers, advertising executives, creative directors, brand strategists, and anyone involved in the conceptualisation and execution of marketing and advertising campaigns.

COURSE OUTLINE

Day 1: Introduction to Marketing and Advertising Creative Processes

- Defining marketing and advertising creative processes.
- The role of creativity in achieving business objectives.
- Key stakeholders: clients, agencies, creative teams.
- Overview of the creative development cycle.
- Introduction to SAQA unit standard requirements.
- Ethical considerations in advertising.

Day 2: Creative Brief Development

- Purpose and structure of a creative brief.
- Defining the target audience and consumer insights.
- Setting communication objectives and key messages.
- Brand tone, voice, and guidelines.
- Practical exercise: writing a creative brief.
- Review and feedback on briefs.

Day 3: Research and Insights for Creative Development

- Types of research: primary, secondary, qualitative, quantitative.
- Gathering consumer insights and market trends.
- Competitor analysis and category conventions.
- Translating data into creative opportunities.
- Case studies of insight-driven campaigns.
- Workshop: using research to refine a brief.

Day 4: Ideation and Concept Generation Techniques

- Divergent vs convergent thinking.
- Brainstorming methods: mind mapping, SCAMPER, random word.
- Creative brief interpretation and idea generation.
- Concept evaluation criteria: originality, relevance, feasibility.
- Group ideation session.
- Presenting and critiquing concepts.

Day 5: Copywriting and Visual Communication Principles

- Principles of persuasive copywriting.
- Writing headlines, subheads, and body copy.
- Visual hierarchy and layout fundamentals.
- Typography and colour psychology.
- Integrating copy and visuals.
- Practical exercise: developing ad copy and visual mockups.

Day 6: Media Channels and Creative Execution

- Overview of media channels: TV, radio, print, digital, OOH, social.
- Creative considerations for each channel.
- Adapting concepts across media.
- Introduction to media planning basics.
- Case studies of integrated campaigns.

- Workshop: adapting a concept for three different media.

Day 7: Production Process and Project Management

- Phases of production: pre-production, production, post-production.
- Budgeting and resource allocation.
- Project management tools and techniques.
- Working with photographers, videographers, and designers.
- Legal and clearance requirements.
- Practical exercise: creating a production timeline.

Day 8: Testing and Refining Creative Work

- Qualitative and quantitative testing methods.
- Focus groups, surveys, and A/B testing.
- Interpreting feedback and making revisions.
- Brand guidelines compliance.
- Iterative refinement process.
- Workshop: refining a campaign based on mock feedback.

Day 9: Campaign Implementation and Launch

- Implementation planning: timelines, checklists, roles.
- Cross-functional coordination.
- Launch protocols and contingency planning.
- Real-time monitoring and adjustments.
- Case study: successful campaign launches.
- Simulation: planning a campaign launch.

Day 10: Evaluation and Reporting of Creative Effectiveness

- Key performance indicators for creative campaigns.
- Data sources: analytics, sales data, brand tracking.
- Analysing results against objectives.
- Reporting formats and storytelling with data.
- Lessons learned and recommendations.
- Practical exercise: creating an evaluation report.

Day 11: Integration, Portfolio Development, and Assessment Preparation

- Review of the entire creative process.
- Building a professional portfolio.
- Presenting work and articulating strategic rationale.
- Assessment criteria and evidence requirements.
- Mock assessment and feedback.
- 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 **14 NQF credits** at **NQF Level 6**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 42,200.00	R 42,200.00
1	In-House	R 54,900.00	R 54,900.00
1	On-Campus (Pretoria)	R 63,400.00	R 63,400.00

UPCOMING SESSIONS

Start	End	Method	Venue
06 Aug 2026	20 Aug 2026	On-Campus	Pretoria, South Africa
06 Aug 2026	20 Aug 2026	On-Campus	Lagos, Nigeria
07 Aug 2026	21 Aug 2026	On-Campus	Johannesburg, South Africa
10 Aug 2026	24 Aug 2026	On-Campus	Cape Town, South Africa
11 Aug 2026	25 Aug 2026	On-Campus	Dubai, UAE
12 Aug 2026	26 Aug 2026	On-Campus	Pretoria, South Africa
13 Aug 2026	27 Aug 2026	On-Campus	Abu Dhabi, UAE
14 Aug 2026	28 Aug 2026	On-Campus	Mauritius

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 117601) 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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