



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

Integrated Marketing Communication Campaign Development And Presentation Training

Business, Commerce and Management Studies / Marketing

Unit Standard 117640 · NQF Level 6 · 8 Credits · 5 Days

COURSE OVERVIEW

This course equips learners with the knowledge and skills to develop, implement, and present integrated marketing communication campaigns. Learners will understand how to align campaign strategies with organisational objectives and target audience needs, ensuring cohesive messaging across multiple channels.

Category	Business, Commerce and Management Studies
Subfield	Marketing
Unit Standard	117640
Accreditation	SAQA Accredited · NQF Level 6 · 8 Credits
Duration	5 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply the principles of integrated marketing communication to develop a campaign strategy.
- Analyze target audience profiles and market research data to inform campaign decisions.
- Design an integrated marketing communication campaign that aligns with organisational goals.
- Evaluate the effectiveness of campaign components using appropriate metrics.
- Present the campaign proposal to stakeholders in a professional and persuasive manner.
- Implement the campaign plan while monitoring and adjusting as needed.

WHO SHOULD ATTEND

- Marketing professionals, communication officers, brand managers, and business owners who are responsible for designing and delivering marketing communication campaigns.

COURSE OUTLINE

Day 1: Foundations of Integrated Marketing Communication

- Introduction to IMC: evolution, definitions, and benefits
- The IMC planning process: situation analysis, objectives, strategies, tactics
- Brand communication models: AIDA, DAGMAR, and hierarchy-of-effects
- Target audience profiling and segmentation
- Regulatory environment: ASA Code of Practice, POPIA, and consumer protection
- Overview of traditional and digital media channels

Day 2: Audience Insights and Message Strategy

- Consumer behaviour theories relevant to IMC
- Qualitative and quantitative research methods for audience insights
- Developing a creative brief: key elements and best practices
- Message strategy: rational, emotional, and moral appeals
- Creative execution styles: humour, fear, sex, slice-of-life, testimonials
- Cultural sensitivity and inclusivity in South African messaging

Day 3: Media Planning and Channel Integration

- Media planning process: situation analysis, objectives, strategy, tactics
- Traditional media: TV, radio, print, outdoor – advantages and limitations
- Digital media: search, display, social, email, mobile
- Media metrics and measurement: reach, frequency, impressions, click-through rates
- Budgeting for IMC: percentage-of-sales, competitive parity, objective-and-task
- Integrating owned, earned, and paid media

Day 4: Campaign Development and Creative Production

- Structuring an IMC campaign plan: executive summary, research, objectives, strategies, tactics, budget, evaluation
- Creative development process: from concept to execution
- Copywriting and design principles for ads, social posts, and collateral
- Pre-testing methods: focus groups, surveys, A/B testing
- Campaign project management: timelines, milestones, team roles
- Case study: successful South African IMC campaigns

Day 5: Presentation, Evaluation, and Final Integration

- Presentation skills for pitching IMC campaigns
- Evaluation metrics: ROMI, brand awareness, customer acquisition cost, sentiment analysis
- Post-campaign analysis and continuous improvement
- Group presentations of IMC campaign proposals
- Peer and facilitator feedback sessions
- Course wrap-up: key takeaways and application in the workplace

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 6**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 25,300.00	R 25,300.00
1	In-House	R 32,900.00	R 32,900.00
1	On-Campus (Pretoria)	R 38,000.00	R 38,000.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	14 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Abu Dhabi, UAE
10 Aug 2026	14 Aug 2026	On-Campus	Pretoria, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Dubai, UAE
10 Aug 2026	14 Aug 2026	On-Campus	Cape Town, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Mauritius
17 Aug 2026	21 Aug 2026	On-Campus	Dubai, UAE
17 Aug 2026	21 Aug 2026	On-Campus	Pretoria, 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, open the page for this course (Unit Standard 117640) 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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