



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

Script Marketability Assessment For Film And Television Training

Communication Studies and Language / Communication Studies

Unit Standard 117959 · NQF Level 7 · 10 Credits · 7 Days

COURSE OVERVIEW

This course equips participants with the skills to assess the marketability of scripts for film and television productions. Learners will evaluate script concepts against industry trends, target audience preferences, and commercial viability to inform production decisions.

Category	Communication Studies and Language
Subfield	Communication Studies
Unit Standard	117959
Accreditation	SAQA Accredited · NQF Level 7 · 10 Credits
Duration	7 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Analyze current market trends in film and television to identify commercially viable script genres and themes.
- Evaluate script concepts against target audience demographics and psychographics to predict market appeal.
- Apply criteria for assessing script originality, narrative strength, and cultural relevance in the South African context.
- Design a marketability assessment report that includes risk analysis and recommendations for script development.
- Demonstrate the ability to pitch script marketability findings to production stakeholders.
- Implement strategies to enhance script marketability based on feedback and market data.

WHO SHOULD ATTEND

- This course is designed for scriptwriters, producers, development executives, and content strategists working in film and television who need to evaluate the commercial potential of scripts.

COURSE OUTLINE

Day 1: Introduction to Script Marketability Assessment

- Overview of the film and television value chain
- Marketability vs. artistic merit
- Key players: producers, distributors, broadcasters, and audiences
- Introduction to market research methods
- South African film and TV landscape and trends

Day 2: Script Analysis Fundamentals

- Three-act structure and beat sheets
- Character arcs and motivation
- Dialogue authenticity and subtext
- Genre tropes and innovation
- USP identification and differentiation

Day 3: Target Audience and Demographic Analysis

- Audience segmentation techniques
- Psychographics: lifestyle, values, and interests
- Viewing platform trends (cinema, TV, streaming)
- Cultural sensitivity and representation
- Language considerations in multilingual markets

Day 4: Market Trends and Competitive Analysis

- Trend analysis methods (box office, ratings, streaming data)
- Competitive benchmarking
- Genre popularity cycles
- Intellectual property and franchise potential
- Case studies of successful South African scripts

Day 5: Financial Viability and Budget Considerations

- Budget breakdown: above and below the line
- Revenue models: theatrical, TV, streaming, ancillaries
- Funding landscape in South Africa (NFVF, DTI, etc.)
- Co-production treaties and benefits
- Script adjustments for budget optimisation

Day 6: Pitching and Packaging for Marketability

- Logline creation and hook development
- Pitch deck components: synopsis, character breakdowns, market analysis
- Attachments: director, cast, and producer attachments
- Buyer-specific pitching strategies
- Mock pitch sessions and peer review

Day 7: Final Assessment and Integration

- Marketability report template and structure
- Presenting findings and recommendations
- Panel Q&A; and feedback
- Ethical considerations in assessment

- Resources for continued professional development

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 7**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 32,400.00	R 32,400.00
1	In-House	R 42,200.00	R 42,200.00
1	On-Campus (Pretoria)	R 48,600.00	R 48,600.00

UPCOMING SESSIONS

Start	End	Method	Venue
03 Aug 2026	11 Aug 2026	On-Campus	Cape Town, South Africa
04 Aug 2026	12 Aug 2026	On-Campus	Dubai, UAE
05 Aug 2026	13 Aug 2026	On-Campus	Pretoria, South Africa
05 Aug 2026	13 Aug 2026	On-Campus	Lagos, Nigeria
06 Aug 2026	14 Aug 2026	On-Campus	Johannesburg, South Africa
07 Aug 2026	17 Aug 2026	On-Campus	Mauritius
10 Aug 2026	18 Aug 2026	On-Campus	Dubai, UAE
11 Aug 2026	19 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 117959) 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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