



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

Apply The Campaign Planning Process Training

Law, Military Science and Security / Sovereignty of the State

Unit Standard 119917 · NQF Level 6 · 20 Credits · 17 Days

COURSE OVERVIEW

This course equips learners with the skills to systematically plan and execute marketing campaigns. It covers the entire campaign planning process, from situational analysis to evaluation, ensuring alignment with organisational objectives and compliance with relevant legislation.

Category	Law, Military Science and Security
Subfield	Sovereignty of the State
Unit Standard	119917
Accreditation	SAQA Accredited · NQF Level 6 · 20 Credits
Duration	17 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply the campaign planning process to develop a comprehensive campaign plan.
- Analyze the internal and external environment to inform campaign strategy.
- Design campaign objectives, target audience, and key messages.
- Implement campaign tactics across selected channels and media.
- Evaluate campaign performance against set objectives and recommend improvements.

WHO SHOULD ATTEND

- Marketing professionals, campaign managers, and business owners who are responsible for planning, implementing, and evaluating marketing campaigns within their organisations.

COURSE OUTLINE

Day 1: Introduction to Campaign Planning and the SAQA Context

- Overview of unit standard 119917 and learning outcomes.
- What is a campaign? Types and examples.
- The campaign planning process: phases and steps.
- Stakeholder identification and analysis.
- Legal and ethical considerations in South African context.
- Programme roadmap and assessment expectations.

Day 2: Situational Analysis and Environmental Scanning

- PESTLE analysis: political, economic, social, technological, legal, environmental factors.
- SWOT analysis: internal and external assessment.
- Data collection methods: surveys, interviews, reports.
- Tools for environmental scanning.
- Synthesising findings into actionable insights.
- Practical exercise: conducting a situational analysis for a case study.

Day 3: Defining Campaign Goals and Objectives

- Goal-setting theory and SMART criteria.
- Aligning objectives with mission, vision, values.
- Stakeholder mapping and objective prioritisation.
- Writing clear, measurable objectives.
- Campaign brief template and components.
- Group activity: drafting objectives for a sample campaign.

Day 4: Target Audience Identification and Segmentation

- Segmentation bases and variables.
- Creating audience personas: template and examples.
- Needs assessment techniques.
- Audience analysis tools (e.g., empathy maps).
- Case study: segmenting audiences for a public health campaign.
- Practical: develop personas for a given scenario.

Day 5: Developing Key Messages and Value Propositions

- Principles of effective messaging.
- Value proposition canvas.
- Message hierarchy: core, supporting, proof points.
- Tone of voice and brand alignment.
- Message testing methods: focus groups, surveys.
- Workshop: create a messaging framework for a campaign.

Day 6: Channel Selection and Media Planning

- Channel types: digital, print, broadcast, outdoor, events.
- Channel selection criteria: audience, budget, objectives.
- Media planning process and tools.
- Creating a media schedule (Gantt chart).
- Budgeting for media placement.

- Case study: media plan for a corporate campaign.

Day 7: Creative Strategy and Content Development

- Creative brief components: insight, idea, execution.
- Brainstorming techniques for creative concepts.
- Copywriting fundamentals: headlines, body, calls-to-action.
- Visual design basics: colour, typography, imagery.
- Content creation tools and templates.
- Practical: develop a creative concept and sample content.

Day 8: Campaign Budgeting and Resource Allocation

- Cost categories: personnel, materials, media, events, contingency.
- Budgeting methods: zero-based, incremental.
- Resource allocation matrix.
- Risk assessment and contingency planning.
- Budget presentation and approval process.
- Exercise: create a budget for a given campaign scenario.

Day 9: Implementation Planning and Project Management

- Work breakdown structure (WBS).
- Gantt chart creation and critical path.
- RACI matrix: responsible, accountable, consulted, informed.
- Team coordination and communication plan.
- Quality assurance checkpoints.
- Practical: build an implementation plan for a campaign.

Day 10: Monitoring and Evaluation Framework

- KPI selection: output, outcome, impact indicators.
- Monitoring plan components: what, when, who, how.
- Evaluation methods: quantitative and qualitative.
- Data collection tools: Google Analytics, CRM, surveys.
- Dashboard creation for real-time tracking.
- Case study: monitoring a digital campaign.

Day 11: Risk Management and Compliance in Campaigns

- Risk identification: operational, financial, reputational, legal.
- Risk assessment matrix.
- Mitigation strategies: avoidance, reduction, transfer, acceptance.
- South African legal framework: POPIA, Consumer Protection Act, ASA.
- Ethical considerations in advertising and communication.
- Practical: create a risk management plan for a campaign.

Day 12: Stakeholder Engagement and Partnership Building

- Stakeholder mapping: power-interest grid.
- Engagement strategies: communication, involvement, collaboration.
- Partnership development: identifying allies, MOUs.
- Feedback mechanisms and conflict resolution.
- Stakeholder communication plan template.
- Role-play: stakeholder meeting simulation.

Day 13: Digital Campaign Strategies and Social Media

- Digital marketing framework: owned, earned, paid media.
- Social media platform selection: Facebook, Instagram, LinkedIn, Twitter, TikTok.
- Content calendar for digital channels.
- Paid advertising: Facebook Ads, Google Ads basics.
- Analytics: reach, engagement, conversion tracking.
- Practical: design a social media campaign plan.

Day 14: Crisis Communication and Issues Management

- Crisis communication models: situational crisis communication theory.
- Crisis plan components: team, protocols, templates.
- Spokesperson training and media interview skills.
- Social media monitoring during crises.
- Post-crisis evaluation and learning.
- Simulation exercise: respond to a campaign crisis.

Day 15: Campaign Launch and Execution

- Pre-launch checklist: approvals, assets, testing.
- Launch event planning (if applicable).
- Go-live protocols and escalation procedures.
- Real-time monitoring and quick adjustments.
- Launch report template.
- Practical: simulate a campaign launch.

Day 16: Evaluation, Reporting, and Lessons Learned

- Data analysis techniques: comparing actual vs. planned.
- Evaluation report structure: executive summary, findings, recommendations.
- Lessons learned documentation.
- Presentation skills for reporting.
- Feedback integration for continuous improvement.
- Group exercise: create and present an evaluation report.

Day 17: Integration, Assessment, and Certification Preparation

- Recap of campaign planning process: situational analysis to evaluation.
- Mock assessment and feedback.
- Portfolio of evidence requirements.
- Assessment: written test and practical demonstration.
- Certification process and next steps.
- Action planning for workplace application.

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 **20 NQF credits** at **NQF Level 6**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 59,200.00	R 59,200.00
1	In-House	R 76,900.00	R 76,900.00
1	On-Campus (Pretoria)	R 88,800.00	R 88,800.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	01 Sep 2026	On-Campus	Abu Dhabi, UAE
11 Aug 2026	02 Sep 2026	On-Campus	Durban, South Africa
11 Aug 2026	02 Sep 2026	On-Campus	Mauritius
12 Aug 2026	03 Sep 2026	On-Campus	Cape Town, South Africa
13 Aug 2026	04 Sep 2026	On-Campus	Dubai, UAE
14 Aug 2026	07 Sep 2026	On-Campus	Pretoria, South Africa
17 Aug 2026	08 Sep 2026	On-Campus	Durban, South Africa
18 Aug 2026	09 Sep 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 119917) 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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