



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

Youth Development Programme Marketing and Promotion

Education, Training and Development / Adult Learning

Unit Standard 230443 · NQF Level 5 · 8 Credits · 5 Days

COURSE OVERVIEW

This course equips learners with the skills to effectively market and promote youth development programmes. Participants will learn to design marketing strategies, identify target audiences, and utilise promotional channels to increase programme visibility and participation. The course focuses on practical application within the South African youth development context.

Category	Education, Training and Development
Subfield	Adult Learning
Unit Standard	230443
Accreditation	SAQA Accredited · NQF Level 5 · 8 Credits
Duration	5 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Analyse the target audience for a youth development programme to tailor marketing messages.
- Design a marketing plan that incorporates appropriate promotional channels and materials.
- Implement promotional activities to raise awareness and encourage participation in youth programmes.
- Evaluate the effectiveness of marketing and promotional efforts using relevant metrics.
- Demonstrate compliance with ethical and legal standards in marketing youth development programmes.

WHO SHOULD ATTEND

- This course is designed for youth development practitioners, programme coordinators, NGO staff, and anyone involved in promoting youth initiatives.
- It is also suitable for marketing professionals seeking to specialise in youth-focused campaigns.

COURSE OUTLINE

Day 1: Foundations of Youth Development Programme Marketing

- Introduction to marketing for youth development
- Marketing mix (7Ps) adapted for social programmes
- Branding basics: creating a compelling programme identity
- Understanding youth demographics and psychographics
- Ethical marketing and protecting vulnerable audiences
- Case studies of successful youth programme marketing

Day 2: Developing a Marketing Strategy

- Marketing plan structure and components
- Setting measurable goals and KPIs
- Channel selection: digital, social media, community outreach
- Message development: tone, language, and storytelling
- Budgeting and resource allocation
- Timeline and implementation scheduling

Day 3: Digital Marketing and Social Media for Youth Programmes

- Overview of social media platforms popular among youth
- Content creation tools and best practices
- SEO basics for programme websites
- Using analytics to track engagement and reach
- Online community management and crisis communication
- Email marketing and newsletters

Day 4: Promotional Events and Community Engagement

- Event planning: open days, workshops, and information sessions
- Building strategic partnerships and collaborations
- Designing print materials: flyers, brochures, banners
- Engaging youth ambassadors and peer promoters
- Measuring event ROI and attendee feedback
- Cross-channel marketing integration

Day 5: Monitoring, Evaluation, and Continuous Improvement

- Key performance indicators for marketing
- Data collection methods: surveys, analytics, focus groups
- Analysing and interpreting marketing data
- Reporting formats for different stakeholders
- Iterative strategy refinement
- Final project: presenting a comprehensive marketing plan

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 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 24,200.00	R 24,200.00
1	In-House	R 31,400.00	R 31,400.00
1	On-Campus (Pretoria)	R 36,200.00	R 36,200.00

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 230443) 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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