



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

Persuasive Advertising Copywriting for Marketers

Business, Commerce and Management Studies / Marketing

Unit Standard 230470 · NQF Level 5 · 9 Credits · 6 Days

COURSE OVERVIEW

This course equips marketers with the skills to develop and write persuasive copy for advertising across various media. Participants will learn to apply psychological principles, structure compelling messages, and adapt tone for target audiences to drive engagement and conversion.

Category	Business, Commerce and Management Studies
Subfield	Marketing
Unit Standard	230470
Accreditation	SAQA Accredited · NQF Level 5 · 9 Credits
Duration	6 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply principles of persuasive writing to craft advertising copy that influences audience behaviour.
- Analyze target audience demographics and psychographics to tailor messaging effectively.
- Evaluate different advertising media and formats to select appropriate copy styles.
- Design copy structures that incorporate attention-grabbing headlines, emotional triggers, and clear calls to action.
- Implement ethical persuasion techniques that comply with advertising standards and regulations.
- Demonstrate the ability to revise and refine copy based on feedback and performance metrics.

WHO SHOULD ATTEND

- Marketing professionals, advertising copywriters, and communication specialists seeking to enhance their persuasive writing skills for advertising campaigns.

COURSE OUTLINE

Day 1: Foundations of Persuasive Advertising Copy

- Introduction to persuasive copywriting and its impact on consumer behaviour
- Psychological principles: reciprocity, scarcity, social proof, authority, liking, consistency
- The AIDA model and its application in ad copy
- Overview of advertising channels: print, digital, broadcast, outdoor
- Ethical considerations in persuasive advertising
- Reading and interpreting a creative brief

Day 2: Crafting Compelling Headlines and Hooks

- Headline formulas: How-to, List, Question, Testimonial, Command, Curiosity gap
- Writing hooks for social media, email subject lines, and print ads
- Incorporating the USP and key benefits
- Emotional vs rational appeals in headlines
- Power words and sensory language
- A/B testing and headline analysis tools

Day 3: Structuring Persuasive Body Copy and Calls-to-Action

- Body copy structure: problem-agitation-solution, features-advantages-benefits
- Storytelling in advertising: character, conflict, resolution
- Writing CTAs: urgency, specificity, action verbs
- The 'before-after-bridge' copywriting framework
- Formatting for digital: short paragraphs, bullet points, bolding
- Incorporating testimonials and social proof

Day 4: Copywriting for Digital Channels

- Website copy: homepage, product pages, about us
- Landing page copy: aligning message with ad click
- Email marketing: subject lines, preheaders, body, CTAs
- Social media copy: platform-specific tones (Facebook, Instagram, LinkedIn, Twitter)
- SEO copywriting: keyword integration without sacrificing readability
- CRO fundamentals: reducing friction, increasing perceived value
- Introduction to analytics: click-through rates, conversion rates

Day 5: Advanced Persuasion Techniques and Brand Voice

- NLP patterns: presuppositions, embedded commands, pacing and leading
- Cognitive biases: anchoring effect, framing bias, loss aversion, Zeigarnik effect
- Brand voice: defining tone, personality, and style guidelines
- Copy for awareness, consideration, conversion, and retention stages
- Audience segmentation and personalisation
- Cultural sensitivity and inclusive language
- Reviewing and editing copy for consistency

Day 6: Practical Integration and Portfolio Development

- Portfolio review: assembling and presenting work
- Group critique session: giving and receiving constructive feedback
- The copywriting workflow: brief, research, drafting, revising, approval

- Tools and resources: grammar checkers, headline analysers, collaboration platforms
- Industry trends: AI copywriting tools, interactive content, voice search
- Career pathways and professional development in copywriting
- Final Q&A; and course wrap-up

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 **9 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 26,900.00	R 26,900.00
1	In-House	R 35,000.00	R 35,000.00
1	On-Campus (Pretoria)	R 40,300.00	R 40,300.00

UPCOMING SESSIONS

Start	End	Method	Venue
07 Aug 2026	14 Aug 2026	On-Campus	Dubai, UAE
10 Aug 2026	17 Aug 2026	On-Campus	Abu Dhabi, UAE
11 Aug 2026	18 Aug 2026	On-Campus	Durban, South Africa
11 Aug 2026	18 Aug 2026	On-Campus	Mauritius
12 Aug 2026	19 Aug 2026	On-Campus	Cape Town, South Africa
13 Aug 2026	20 Aug 2026	On-Campus	Dubai, UAE
14 Aug 2026	21 Aug 2026	On-Campus	Pretoria, South Africa
17 Aug 2026	24 Aug 2026	On-Campus	Durban, 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 230470) 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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