



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

Marketing Communication Nature Role History

Business, Commerce and Management Studies / Marketing

Unit Standard 230471 · NQF Level 5 · 8 Credits · 5 Days

COURSE OVERVIEW

This course provides a comprehensive understanding of the nature, role and historical development of marketing communication. Learners will explore key concepts such as the marketing communication mix, the evolution of marketing communication from traditional to digital platforms, and the strategic role of integrated marketing communication in achieving organisational objectives.

Category	Business, Commerce and Management Studies
Subfield	Marketing
Unit Standard	230471
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

- Define the nature and scope of marketing communication within the broader marketing context.
- Explain the role of marketing communication in achieving organisational and marketing objectives.
- Describe the historical development of marketing communication and its evolution to current practices.
- Identify the key elements of the marketing communication mix and their functions.
- Analyze the impact of technological and social changes on marketing communication strategies.
- Apply the principles of integrated marketing communication to real-world scenarios.

WHO SHOULD ATTEND

- This course is designed for marketing professionals, communication practitioners, business owners, and anyone seeking to build foundational knowledge in marketing communication.
- It is also suitable for students entering the field of marketing or corporate communication.

COURSE OUTLINE

Day 1: Foundations of Marketing Communication

- Introduction to marketing communication.
- The communication process: sender, message, channel, receiver, feedback.
- Historical development of marketing communication.
- Role of marketing communication in the marketing mix.
- Relationship between marketing communication and other business functions.
- Types of marketing communication: advertising, PR, sales promotion, personal selling, direct marketing.

Day 2: The Marketing Communication Mix

- Detailed exploration of advertising, public relations, sales promotion, personal selling, direct and digital marketing.
- Strengths and weaknesses of each tool.
- Introduction to integrated marketing communication (IMC).
- Benefits of IMC: consistency, synergy, efficiency.
- Case studies of successful IMC campaigns.
- Factors influencing the choice of communication mix.

Day 3: Target Audience and Message Strategy

- Market segmentation, targeting, and positioning (STP).
- Creating buyer personas.
- Message design: AIDA model, hierarchy of effects.
- Emotional vs rational appeals.
- Channel selection criteria: reach, frequency, impact.
- Digital vs traditional channels.
- Cultural and ethical considerations in messaging.

Day 4: Budgeting, Planning, and Evaluation

- Budgeting methods: percentage of sales, objective-and-task, competitive parity.
- Steps in developing a marketing communication plan.
- Setting objectives: SMART goals.
- Evaluation metrics: reach, frequency, engagement, conversion.
- ROI calculation for communication campaigns.
- Pre-testing and post-testing methods.
- Adjusting campaigns based on feedback.

Day 5: Trends, Ethics, and Practical Integration

- Digital marketing trends: social media, influencer marketing, content marketing.
- Mobile marketing and personalisation.
- Ethical issues: truth in advertising, privacy, social responsibility.
- Legal frameworks: ASA codes, POPI Act.
- Sustainability and green marketing.
- Developing a campaign brief: objectives, target audience, message, channels, budget, evaluation.
- Group presentation of campaign briefs.

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 230471) 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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