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 and Advertising Creative Process Development

Business, Commerce and Management Studies / Marketing

Unit Standard 230472 · NQF Level 6 · 10 Credits · 7 Days

COURSE OVERVIEW

This course equips learners with the skills to develop and implement a creative process specifically for marketing and advertising campaigns. Participants will learn to generate innovative concepts, manage creative teams, and produce effective advertising materials that align with strategic objectives.

Category	Business, Commerce and Management Studies
Subfield	Marketing
Unit Standard	230472
Accreditation	SAQA Accredited · NQF Level 6 · 10 Credits
Duration	7 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS — verifiable online

LEARNING OUTCOMES

- Apply creative thinking techniques to generate original marketing and advertising concepts.
- Analyze briefs and market research to define creative objectives and target audience insights.
- Design comprehensive creative strategies that integrate brand identity, messaging, and media channels.
- Implement a structured creative process from ideation through to final production and delivery.
- Evaluate the effectiveness of creative outputs against campaign goals and performance metrics.
- Demonstrate the ability to manage creative teams and collaborate with stakeholders throughout the development cycle.

WHO SHOULD ATTEND

- Marketing managers, advertising professionals, creative directors, and brand strategists seeking to enhance their ability to lead creative development from concept to execution.

COURSE OUTLINE

Day 1: Foundations of Marketing and Advertising

- Definition and scope of marketing and advertising.
- The marketing mix (4Ps).
- Overview of the creative process.
- The role of research in creative development.
- Introduction to target audience analysis.
- Ethical considerations in advertising.

Day 2: The Creative Brief

- Anatomy of a creative brief.
- Translating client requirements into creative direction.
- Writing clear and actionable briefs.
- Common pitfalls in briefing.
- Case study analysis of effective briefs.

Day 3: Ideation and Concept Development

- Brainstorming techniques (mind mapping, SCAMPER).
- Lateral thinking vs. vertical thinking.
- Concept selection criteria.
- Developing a creative pitch.
- Feedback and iteration processes.

Day 4: Visual and Verbal Communication

- Design principles (balance, contrast, hierarchy).
- Copywriting for print, digital, and broadcast.
- Typography and colour psychology.
- Storytelling techniques.
- Review of iconic campaigns.

Day 5: Media Planning and Strategy

- Traditional vs. digital media.
- Media planning process.
- Budget allocation and scheduling.
- Measuring media effectiveness.
- Emerging trends in media consumption.

Day 6: Production and Execution

- Pre-production, production, and post-production.
- Working with photographers, videographers, and designers.
- Legal and regulatory compliance (ASA, copyright).
- Quality control and approvals.
- Contingency planning.

Day 7: Evaluation and Campaign Optimisation

- Key performance indicators (KPIs).
- Analytics tools and data interpretation.
- A/B testing and optimisation strategies.

- ROI calculation.
- Lessons learned and continuous improvement.

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 6**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 22,800.00	**R 22,800.00**
1	In-House	R 30,700.00	**R 30,700.00**
1	On-Campus (Pretoria)	R 34,100.00	**R 34,100.00**

UPCOMING SESSIONS

Start	End	Method	Venue
02 Dec 2026	10 Dec 2026	On-Campus	Victoria Falls, Zimbabwe
02 Dec 2026	10 Dec 2026	On-Campus	Kinshasa, DRC
03 Dec 2026	11 Dec 2026	On-Campus	Pretoria, South Africa
04 Dec 2026	14 Dec 2026	On-Campus	Dar es Salaam, Tanzania
07 Dec 2026	15 Dec 2026	On-Campus	Victoria Falls, Zimbabwe
07 Dec 2026	15 Dec 2026	On-Campus	Blantyre, Malawi
08 Dec 2026	16 Dec 2026	On-Campus	Kinshasa, DRC
09 Dec 2026	17 Dec 2026	On-Campus	Bangkok, Thailand

Contact us if no suitable date is listed — on-demand sessions can be arranged for groups.

HOW TO GET A QUOTATION OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 230472) and click **Get A Quotation**. 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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