



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 Strategy for Target Market

Business, Commerce and Management Studies / Finance, Economics and Accounting

Unit Standard 242604 · NQF Level 6 · 5 Credits · 2 Days

COURSE OVERVIEW

This course equips learners with the skills to devise a marketing strategy for a selected target market. It covers market analysis, segmentation, targeting, positioning, and the development of a strategic marketing plan. By the end, participants will be able to apply strategic marketing principles to real-world business contexts.

Category	Business, Commerce and Management Studies
Subfield	Finance, Economics and Accounting
Unit Standard	242604
Accreditation	SAQA Accredited · NQF Level 6 · 5 Credits
Duration	2 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Analyze the marketing environment and identify opportunities within a selected target market.
- Segment the market, select a target market, and develop a positioning strategy.
- Design a marketing mix (product, price, place, promotion) tailored to the target market.
- Formulate a marketing strategy that aligns with organisational objectives and resources.
- Develop a marketing plan with measurable objectives, timelines, and budgets.
- Evaluate the effectiveness of the marketing strategy using appropriate metrics.

WHO SHOULD ATTEND

- Marketing professionals, business owners, and managers who are responsible for developing or contributing to marketing strategies for specific target markets.

COURSE OUTLINE

Day 1: Foundations of Marketing Strategy

- Introduction to marketing strategy and its importance.
- Market segmentation: definition, bases, and methods.
- Target market selection: undifferentiated, differentiated, concentrated, and micromarketing.
- Value proposition development: positioning and differentiation.
- Market research techniques for segmentation: surveys, focus groups, data analysis.
- Evaluating segment attractiveness: size, growth, profitability, fit.
- Case study: successful target market strategies.
- Practical exercise: segmenting a given market and selecting a target segment.

Day 2: Developing and Implementing the Strategy

- Crafting the marketing mix: product, price, place, promotion for the target market.
- Developing a marketing plan: objectives, strategies, tactics, budget.
- Implementation: resource allocation, timelines, responsibilities.
- Performance measurement: KPIs, ROI, customer feedback.
- Strategy adaptation: responding to competition, market trends.
- Ethical considerations in target marketing.
- Group work: develop a full marketing strategy for a case study.
- Presentation and peer review of strategies.

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 **5 NQF credits** at **NQF Level 6**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 16,900.00	R 16,900.00
1	In-House	R 22,000.00	R 22,000.00
1	On-Campus (Pretoria)	R 25,400.00	R 25,400.00

UPCOMING SESSIONS

Start	End	Method	Venue
11 Aug 2026	12 Aug 2026	On-Campus	Abu Dhabi, UAE
11 Aug 2026	12 Aug 2026	On-Campus	Dubai, UAE
11 Aug 2026	12 Aug 2026	On-Campus	Mauritius
13 Aug 2026	14 Aug 2026	On-Campus	Durban, South Africa
13 Aug 2026	14 Aug 2026	On-Campus	Pretoria, South Africa
13 Aug 2026	14 Aug 2026	On-Campus	Cape Town, South Africa
17 Aug 2026	18 Aug 2026	On-Campus	Pretoria, South Africa
17 Aug 2026	18 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 242604) 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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