



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

Tel: +27 12 004 8389 · Mobile: +27 65 077 6310

Email: apply@aatikd.co.za · Website: www.aatikd.co.za

COURSE BROCHURE

Media Events Impacting Wealth Management Analysis

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

Unit Standard 243133 · NQF Level 4 · 10 Credits · 7 Days

COURSE OVERVIEW

This course equips wealth management professionals with the skills to systematically analyse current events reported in the media and assess their potential impact on investment portfolios and client wealth. Participants will learn to differentiate between short-term market noise and significant structural shifts, enabling them to provide informed, strategic advice.

Category	Business, Commerce and Management Studies
Subfield	Finance, Economics and Accounting
Unit Standard	243133
Accreditation	SAQA Accredited · NQF Level 4 · 10 Credits
Duration	7 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Identify and categorise current events reported in the media that could influence wealth management decisions.
- Analyse the potential short-term and long-term impact of specific media-reported events on asset classes and client portfolios.
- Evaluate the credibility and bias of media sources to filter relevant information for wealth management analysis.
- Apply a structured framework to assess how political, economic, social, and technological news affects wealth preservation and growth.
- Formulate evidence-based recommendations to clients based on current event analysis.
- Demonstrate the ability to communicate complex event-driven impacts clearly to clients and stakeholders.

WHO SHOULD ATTEND

- Wealth managers, financial advisors, investment analysts, and private bankers who need to integrate real-world media analysis into their advisory process.

COURSE OUTLINE

Day 1: Introduction to Wealth Management and Media Influence

- Overview of wealth management: principles, stakeholders, and objectives
- Types of media: traditional (print, TV, radio) vs digital (social media, blogs, news sites)
- How media events (e.g., earnings reports, regulatory announcements, geopolitical events) impact markets
- Case studies: historical media-driven market movements
- Introduction to media monitoring tools and sources

Day 2: Media Event Analysis Frameworks

- Frameworks: PESTLE analysis, sentiment analysis, event study methodology
- Sentiment analysis: tools and techniques (e.g., lexicon-based, machine learning)
- Identifying bias and misinformation in financial media
- Source credibility assessment: authority, accuracy, objectivity, currency
- Market sentiment indicators: VIX, put/call ratios, social media sentiment indices

Day 3: Quantitative and Qualitative Media Impact Assessment

- Quantitative methods: event study, regression analysis, abnormal returns
- Qualitative methods: thematic analysis, narrative analysis
- Data sources: financial databases, news archives, social media APIs
- Software tools: Excel, Python/R for basic analysis, sentiment analysis platforms
- Interpreting outputs: significance, magnitude, and persistence of impact

Day 4: Sector-Specific Media Event Impacts

- Sector sensitivity: how media events affect industries differently
- Case studies: mining sector (commodity price news), financial sector (regulatory changes), retail (consumer sentiment)
- Media event types: product recalls, CEO changes, policy announcements
- Building sector-specific media watchlists
- Cross-sector contagion effects

Day 5: Integrating Media Analysis into Wealth Management Strategies

- Portfolio construction: factor models incorporating media sentiment
- Risk management: hedging against media-driven volatility
- Trading strategies: event-driven, sentiment-based, contrarian
- Ethical considerations: insider trading, market manipulation, fake news
- Backtesting media-based strategies

Day 6: Advanced Topics and Emerging Trends

- Machine learning: natural language processing (NLP), deep learning for sentiment
- Alternative data: satellite images, credit card transactions, web scraping
- Regulatory environment: MiFID II, FAIS Act, media disclosure rules
- Emerging trends: AI-generated news, deepfakes, blockchain in media verification
- Ethical implications of automated media analysis

Day 7: Practical Integration and Capstone Exercise

- Capstone project: analyse a real or simulated media event and its impact on a wealth portfolio
- Presentation skills: communicating insights to clients
- Tool mastery: final hands-on session with software
- Peer review and feedback

- Action plan: integrating media analysis into daily practice

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 4**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 28,200.00	R 28,200.00
1	In-House	R 36,700.00	R 36,700.00
1	On-Campus (Pretoria)	R 42,300.00	R 42,300.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	18 Aug 2026	On-Campus	Cape Town, South Africa
11 Aug 2026	19 Aug 2026	On-Campus	Dubai, UAE
12 Aug 2026	20 Aug 2026	On-Campus	Pretoria, South Africa
13 Aug 2026	21 Aug 2026	On-Campus	Abu Dhabi, UAE
14 Aug 2026	24 Aug 2026	On-Campus	Durban, South Africa
14 Aug 2026	24 Aug 2026	On-Campus	Mauritius
17 Aug 2026	25 Aug 2026	On-Campus	Harare, Zimbabwe
17 Aug 2026	25 Aug 2026	On-Campus	Dubai, UAE

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 243133) 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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