



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

Implement Marketing Strategy for Motor Retail Business

Business, Commerce and Management Studies / Generic Management

Unit Standard 243474 · NQF Level 6 · 16 Credits · 13 Days

COURSE OVERVIEW

This course equips participants with the skills to contribute to and implement a marketing strategy within the motor retail business. It focuses on aligning marketing activities with business objectives, understanding customer segments, and executing tactical marketing plans effectively.

Category	Business, Commerce and Management Studies
Subfield	Generic Management
Unit Standard	243474
Accreditation	SAQA Accredited · NQF Level 6 · 16 Credits
Duration	13 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Analyse the motor retail business environment to identify marketing opportunities.
- Contribute to the development of a marketing strategy for a motor retail business.
- Implement marketing activities in line with the agreed strategy and budget.
- Monitor and evaluate the effectiveness of marketing activities.
- Adjust marketing tactics based on performance data and customer feedback.
- Demonstrate compliance with relevant legislation and ethical standards.

WHO SHOULD ATTEND

- Marketing coordinators, sales managers, and junior marketing professionals in the motor retail industry who are responsible for supporting or implementing marketing 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 **16 NQF credits** at **NQF Level 6**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 47,900.00	R 47,900.00
1	In-House	R 62,300.00	R 62,300.00
1	On-Campus (Pretoria)	R 71,700.00	R 71,700.00

UPCOMING SESSIONS

Start	End	Method	Venue
04 Aug 2026	20 Aug 2026	On-Campus	Cape Town, South Africa
05 Aug 2026	21 Aug 2026	On-Campus	Dubai, UAE
06 Aug 2026	24 Aug 2026	On-Campus	Pretoria, South Africa
06 Aug 2026	24 Aug 2026	On-Campus	Lagos, Nigeria
07 Aug 2026	25 Aug 2026	On-Campus	Johannesburg, South Africa
10 Aug 2026	26 Aug 2026	On-Campus	Cape Town, South Africa
11 Aug 2026	27 Aug 2026	On-Campus	Dubai, UAE
12 Aug 2026	28 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 243474) 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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