



## 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

# Advertising Production Quotation Evaluation

Business, Commerce and Management Studies / Marketing

Unit Standard 244576 · NQF Level 5 · 12 Credits · 9 Days

## COURSE OVERVIEW

This course equips learners with the skills to critically evaluate advertising production quotations, ensuring cost-effectiveness and alignment with project requirements. Participants will learn to analyse quotation components, compare supplier offerings, and apply sound financial principles to make informed procurement decisions within the advertising industry.

|                 |                                            |
|-----------------|--------------------------------------------|
| Category        | Business, Commerce and Management Studies  |
| Subfield        | Marketing                                  |
| Unit Standard   | 244576                                     |
| Accreditation   | SAQA Accredited · NQF Level 5 · 12 Credits |
| Duration        | 9 days                                     |
| Training Method | Online, On-Campus, In-House                |
| Certificate     | Issued via AATICD LMS – verifiable online  |

## LEARNING OUTCOMES

- Analyse the key components of advertising production quotations, including cost breakdowns, timelines, and deliverables.
- Evaluate quotations against predefined criteria such as budget, quality standards, and supplier capability.
- Apply relevant financial principles, including VAT, discounts, and payment terms, to assess total cost of ownership.
- Compare multiple quotations using a structured evaluation matrix to identify the most suitable supplier.
- Demonstrate the ability to negotiate terms and conditions based on quotation analysis.
- Document the evaluation process and justify the final recommendation in a professional report.

## WHO SHOULD ATTEND

- This course is designed for advertising professionals, procurement officers, marketing managers, and small business owners who are responsible for sourcing and evaluating production quotes for advertising campaigns.

## COURSE OUTLINE

### Day 1: Introduction to Advertising Production and Quotations

- Overview of advertising production process.
- Types of advertising: print, digital, broadcast, outdoor.
- Introduction to quotations: purpose and typical format.
- Key elements of a quotation: scope, specifications, quantities, timelines, costs.
- Importance of quotation evaluation in cost control and quality assurance.
- Course objectives, outcomes, and assessment methods.
- Introduction to relevant SAQA unit standard 244576.

### Day 2: Understanding Production Specifications and Requirements

- Detailed breakdown of print specifications: resolution, colour modes, bleed, trim.
- Digital specifications: file formats, sizes, platforms (web, social, mobile).
- Broadcast specifications: aspect ratios, frame rates, audio formats.
- Creative briefs: linking client needs to production specs.
- Common pitfalls in specifications and how to avoid them.
- Practical exercise: review and critique a sample production brief.

### Day 3: Costing Principles in Advertising Production

- Direct costs: materials, labour, equipment hire.
- Indirect costs: overheads, administration, utilities.
- Pricing models: cost-plus, value-based, competitive.
- Profit margins and mark-up percentages.
- Understanding supplier quotes and breakdowns.
- Case study: deconstruct a real quotation to identify costs.
- Practical exercise: calculate total cost from given data.

### Day 4: Evaluating Quotation Accuracy and Completeness

- Arithmetic checks: totals, VAT, discounts.
- Specification alignment: does the quote match the brief?
- Inclusions and exclusions: what is and isn't covered.
- Timeline evaluation: feasibility of production schedule.
- Deliverables: quantity, quality, format.
- Checklist development for systematic evaluation.
- Practical exercise: evaluate a sample quotation using a checklist.

### Day 5: Comparative Analysis of Multiple Quotations

- Criteria for comparison: price, quality, turnaround, reputation.
- Weighting and scoring methods.
- Identifying value for money vs. lowest price.
- Handling discrepancies between quotes.
- Documentation: comparison tables and recommendation reports.
- Practical exercise: compare three quotations and recommend a supplier.

### Day 6: Legal and Compliance Aspects of Quotations

- Elements of a contract: offer, acceptance, consideration.
- Terms and conditions: payment, delivery, cancellation.

- Compliance: BEE scorecards, tax clearance, industry regulations.
- Warranties and guarantees.
- Liability and indemnity clauses.
- Practical exercise: review a quotation's terms and identify risks.

#### Day 7: Negotiation and Supplier Management

- Preparation: identifying negotiation points.
- Negotiation techniques: BATNA, anchoring, concessions.
- Managing supplier relationships post-evaluation.
- Communication skills: clear, professional, persuasive.
- Ethical considerations in negotiation.
- Role-play: negotiate a revised quotation with a supplier.

#### Day 8: Technology and Tools for Quotation Evaluation

- Spreadsheet functions for cost comparison and analysis.
- Templates for standardised evaluation.
- Online procurement and quotation management systems.
- Automation of arithmetic checks.
- Data visualisation for presenting comparisons.
- Practical exercise: create a spreadsheet evaluation tool.

#### Day 9: Integration, Assessment, and Action Planning

- Integrated case study: evaluate a complex quotation.
- Presentation of evaluation report.
- Peer feedback and discussion.
- Action planning for workplace implementation.
- Review of unit standard outcomes.
- Formal assessment preparation and practice.
- Course wrap-up and Q&A.

## 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 **12 NQF credits** at **NQF Level 5**.

## PRICING (PER DELEGATE, EX-VAT)

| Delegates | Training Method      | Price per Delegate | Total       |
|-----------|----------------------|--------------------|-------------|
| 1         | Online               | R 35,000.00        | R 35,000.00 |
| 1         | In-House             | R 45,500.00        | R 45,500.00 |
| 1         | On-Campus (Pretoria) | R 52,500.00        | R 52,500.00 |

## UPCOMING SESSIONS

| Start       | End         | Method    | Venue                   |
|-------------|-------------|-----------|-------------------------|
| 10 Aug 2026 | 20 Aug 2026 | On-Campus | Pretoria, South Africa  |
| 11 Aug 2026 | 21 Aug 2026 | On-Campus | Abu Dhabi, UAE          |
| 12 Aug 2026 | 24 Aug 2026 | On-Campus | Durban, South Africa    |
| 12 Aug 2026 | 24 Aug 2026 | On-Campus | Mauritius               |
| 13 Aug 2026 | 25 Aug 2026 | On-Campus | Cape Town, South Africa |
| 14 Aug 2026 | 26 Aug 2026 | On-Campus | Dubai, UAE              |
| 17 Aug 2026 | 27 Aug 2026 | On-Campus | Abu Dhabi, UAE          |
| 18 Aug 2026 | 28 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](http://www.aaticd.co.za), open the page for this course (Unit Standard 244576) 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](mailto: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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