



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 Activity Specifications Development

Business, Commerce and Management Studies / Marketing

Unit Standard 244580 · NQF Level 5 · 15 Credits · 12 Days

COURSE OVERVIEW

This course equips learners with the skills to develop comprehensive advertising activity specifications that align with organisational objectives and industry standards. Participants will learn to define project scope, set measurable criteria, and ensure compliance with legal and ethical guidelines. The course bridges strategic planning and operational execution, enabling effective communication with creative teams and stakeholders.

Category	Business, Commerce and Management Studies
Subfield	Marketing
Unit Standard	244580
Accreditation	SAQA Accredited · NQF Level 5 · 15 Credits
Duration	12 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Define the scope and deliverables of an advertising activity based on a creative brief and organisational requirements.
- Develop detailed specifications including timelines, budgets, quality standards, and legal compliance criteria.
- Evaluate advertising activity specifications against client expectations, brand guidelines, and regulatory frameworks.
- Apply appropriate metrics and key performance indicators to measure the success of advertising activities.
- Demonstrate effective communication of specifications to internal teams and external vendors.
- Analyse feedback from stakeholders to refine and finalise advertising activity specifications.

WHO SHOULD ATTEND

- Advertising professionals, marketing coordinators, brand managers, and project leads responsible for briefing creative teams or overseeing advertising production.
- Also suitable for entrepreneurs and small business owners who manage their own advertising campaigns.

COURSE OUTLINE

Day 1: Introduction to Advertising and the SAQA Context

- Overview of the advertising industry in South Africa
- Introduction to SAQA and the NQF framework
- The advertising activity specification development process
- Key terminology and concepts

Day 2: Advertising Strategy and Objectives

- Setting SMART advertising objectives
- Target audience analysis and segmentation
- Brand positioning and value proposition
- Measuring advertising effectiveness

Day 3: Creative Brief Development

- Components of a creative brief
- Writing clear and actionable briefs
- Balancing creativity with strategic intent
- Reviewing and approving creative work

Day 4: Media Planning and Selection

- Media landscape in South Africa
- Media metrics: reach, frequency, GRPs, CPM
- Integrated media planning
- Media buying and negotiation basics

Day 5: Budgeting and Resource Allocation

- Budgeting methods (percentage of sales, competitive parity, etc.)
- Cost estimation for production and media
- Financial monitoring and reporting
- Return on investment analysis

Day 6: Legal and Ethical Considerations

- South African advertising law and self-regulation
- ASA Code of Advertising Practice
- Ethical issues: misleading claims, stereotyping, targeting children
- Intellectual property and copyright

Day 7: Production and Execution

- Pre-production, production, and post-production stages
- Working with creative agencies and production houses
- Project management for advertising campaigns
- Quality assurance checkpoints

Day 8: Digital Advertising and Social Media

- Digital advertising ecosystem
- Social media platforms and advertising options
- Programmatic advertising and real-time bidding
- Digital analytics and reporting

Day 9: Campaign Monitoring and Evaluation

- Key performance indicators and dashboards
- Data collection methods (surveys, analytics, focus groups)
- Interpreting results and making data-driven decisions
- Post-campaign analysis and reporting

Day 10: Advanced Topics and Emerging Trends

- Artificial intelligence in advertising
- Influencer marketing and user-generated content
- Augmented reality and immersive experiences
- Sustainability and purpose-driven advertising

Day 11: Practical Application - Developing a Full Specification

- Structuring the specification document
- Including all required elements: objectives, target audience, creative brief, media plan, budget, timeline
- Peer review and revision process
- Final presentation skills

Day 12: Assessment and Review

- Written and practical assessments
- Feedback session and Q&A;
- Course evaluation
- Certification and next steps

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 **15 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 43,000.00	R 43,000.00
1	In-House	R 56,000.00	R 56,000.00
1	On-Campus (Pretoria)	R 64,600.00	R 64,600.00

UPCOMING SESSIONS

Start	End	Method	Venue
03 Aug 2026	18 Aug 2026	On-Campus	Mauritius
04 Aug 2026	19 Aug 2026	On-Campus	Cape Town, South Africa
05 Aug 2026	20 Aug 2026	On-Campus	Dubai, UAE
06 Aug 2026	21 Aug 2026	On-Campus	Pretoria, South Africa
06 Aug 2026	21 Aug 2026	On-Campus	Lagos, Nigeria
07 Aug 2026	24 Aug 2026	On-Campus	Johannesburg, South Africa
10 Aug 2026	25 Aug 2026	On-Campus	Cape Town, South Africa
11 Aug 2026	26 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 244580) 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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