



## 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

# Supplier Contracting for Advertising Assignments

Business, Commerce and Management Studies / Marketing

Unit Standard 244586 · NQF Level 5 · 15 Credits · 12 Days

## COURSE OVERVIEW

This course equips learners with the skills to effectively contract suppliers for advertising assignments. It covers the process of identifying, evaluating, and selecting suppliers, as well as negotiating and managing contracts to ensure compliance with organisational and legal requirements.

|                 |                                            |
|-----------------|--------------------------------------------|
| Category        | Business, Commerce and Management Studies  |
| Subfield        | Marketing                                  |
| Unit Standard   | 244586                                     |
| 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

- Apply the principles of supplier selection and evaluation to identify suitable advertising suppliers.
- Analyze advertising assignment requirements to develop clear and comprehensive supplier briefs.
- Evaluate supplier proposals against predefined criteria to make informed contracting decisions.
- Negotiate contract terms and conditions that protect the interests of all parties involved.
- Implement contract management procedures to monitor supplier performance and ensure compliance.
- Demonstrate an understanding of legal and ethical considerations in supplier contracting.

## WHO SHOULD ATTEND

- This course is designed for advertising professionals, procurement officers, and marketing managers who are responsible for sourcing and contracting suppliers for advertising campaigns.

## COURSE OUTLINE

### Day 1: Introduction to Supplier Contracting for Advertising Assignments

- Overview of the advertising industry and supply chain
- Importance of formal supplier agreements
- Stakeholder roles: advertiser, agency, supplier
- Legal framework: Consumer Protection Act, ASA Code of Advertising Practice
- Key contract terms: scope, deliverables, timelines, payment

### Day 2: Contract Law Fundamentals

- Elements of a valid contract: offer, acceptance, consideration, capacity, legality
- Types of contracts: fixed-price, cost-plus, retainer, performance-based
- Express and implied terms
- Breach of contract and remedies
- Case studies in advertising contract disputes

### Day 3: Scope of Work and Deliverables

- Crafting a detailed scope of work
- Defining deliverables: creative assets, media placements, reports
- Setting milestones and acceptance criteria
- Change order procedures
- Avoiding ambiguity and scope creep

### Day 4: Pricing, Payment Terms, and Budget Management

- Pricing models: fixed fee, hourly rates, commission, media mark-ups
- Payment terms: deposits, progress payments, final payment
- Budget tracking and reporting obligations
- Cost overrun provisions
- Auditing and reconciliation clauses

### Day 5: Intellectual Property and Usage Rights

- Types of IP: copyright, trademarks, trade secrets
- IP ownership: work-made-for-hire vs. assignment
- Licensing scope: media, duration, territory, exclusivity
- Moral rights and attribution
- Confidentiality and non-disclosure agreements (NDAs)

### Day 6: Performance, Quality, and Service Level Agreements

- Defining KPIs: reach, engagement, conversion, ROI
- SLA components: uptime, response times, quality standards
- Approval workflows and revision cycles
- Penalties and liquidated damages
- Performance review and continuous improvement

### Day 7: Risk Management, Indemnities, and Insurance

- Risk identification: creative errors, media misplacement, brand damage
- Indemnity clauses: scope, exceptions
- Limitation of liability: caps, exclusions
- Insurance: professional indemnity, public liability, cyber insurance

- Force majeure and business continuity

#### **Day 8: Termination, Suspension, and Dispute Resolution**

- Termination for convenience vs. for cause
- Notice periods and cure periods
- Suspension of work
- Dispute resolution: negotiation, mediation, arbitration, litigation
- Transition of assets and data upon termination

#### **Day 9: Compliance, Ethics, and Regulatory Requirements**

- ASA Code of Advertising Practice compliance
- Consumer Protection Act implications
- Protection of Personal Information Act (POPIA) requirements
- Ethical sourcing and B-BBEE considerations
- Anti-corruption and conflicts of interest clauses

#### **Day 10: Negotiation Skills for Supplier Contracts**

- Preparation: BATNA, ZOPA, interests vs. positions
- Negotiation tactics: anchoring, trade-offs, concessions
- Cross-cultural and virtual negotiation considerations
- Managing power imbalances
- Recording and confirming agreements

#### **Day 11: Drafting and Reviewing Supplier Contracts**

- Contract drafting best practices
- Using precedent clauses and templates
- Contract review checklist
- Redlining and negotiating amendments
- Finalising and executing the contract

#### **Day 12: Practical Integration and Course Wrap-Up**

- Simulated contract negotiation exercise
- Peer review of draft contracts
- Lessons learned and common pitfalls
- Action planning for on-the-job application
- Course evaluation and certification

## **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                   |
|-------------|-------------|-----------|-------------------------|
| 10 Aug 2026 | 25 Aug 2026 | On-Campus | Abu Dhabi, UAE          |
| 11 Aug 2026 | 26 Aug 2026 | On-Campus | Durban, South Africa    |
| 11 Aug 2026 | 26 Aug 2026 | On-Campus | Mauritius               |
| 12 Aug 2026 | 27 Aug 2026 | On-Campus | Cape Town, South Africa |
| 13 Aug 2026 | 28 Aug 2026 | On-Campus | Dubai, UAE              |
| 14 Aug 2026 | 31 Aug 2026 | On-Campus | Pretoria, South Africa  |
| 17 Aug 2026 | 01 Sep 2026 | On-Campus | Durban, South Africa    |
| 18 Aug 2026 | 02 Sep 2026 | On-Campus | Shenzhen, China         |

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 244586) 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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