



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

Information Selection for Advertising Assignments

Business, Commerce and Management Studies / Marketing

Unit Standard 244613 · NQF Level 5 · 10 Credits · 7 Days

COURSE OVERVIEW

This course equips learners with the skills to effectively select and evaluate information for advertising assignments. Participants will learn to identify relevant sources, assess credibility, and apply information to support advertising strategies and campaigns. The course ensures that advertising decisions are grounded in accurate and reliable data.

Category	Business, Commerce and Management Studies
Subfield	Marketing
Unit Standard	244613
Accreditation	SAQA Accredited · NQF Level 5 · 10 Credits
Duration	7 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Identify and access various sources of information relevant to advertising assignments.
- Evaluate the credibility, accuracy, and relevance of information from different sources.
- Apply selected information to develop advertising concepts and messages.
- Demonstrate the ability to synthesize information from multiple sources to support advertising objectives.
- Analyze the impact of selected information on target audiences and campaign effectiveness.
- Implement ethical practices in information selection, including copyright and privacy considerations.

WHO SHOULD ATTEND

- This course is ideal for advertising professionals, marketing coordinators, and content creators who need to source and select information for advertising projects.
- It is also suitable for junior copywriters and account executives seeking to enhance their research skills.

COURSE OUTLINE

Day 1: Introduction to Advertising and Information Selection

- Overview of advertising and its objectives
- The advertising planning cycle
- Types of information: primary vs secondary sources
- Introduction to audience profiling
- Ethical considerations in information use
- Course overview and assessment criteria

Day 2: Research Methods for Advertising

- Qualitative research: focus groups, interviews
- Quantitative research: surveys, analytics
- Sampling techniques
- Data collection tools
- Assessing source credibility
- Case study: research for a product launch

Day 3: Analysing Target Audiences

- Demographic segmentation
- Psychographic profiling (VALS, lifestyle)
- Behavioural data and purchase patterns
- Developing audience personas
- Consumer insights from social media
- Practical exercise: persona creation

Day 4: Competitor and Market Analysis

- Competitor identification and analysis
- Market trend analysis (PESTLE)
- SWOT analysis for advertising
- Benchmarking best practices
- Tools for competitive intelligence
- Group activity: competitor audit

Day 5: Selecting and Evaluating Information Sources

- Criteria for source evaluation (CRAAP test)
- Primary vs secondary data selection
- Synthesising information
- Cognitive biases in decision-making
- Legal and ethical sourcing
- Workshop: evaluating sources for a brief

Day 6: Applying Information to Advertising Briefs

- Structure of an advertising brief
- Writing creative briefs
- Media planning basics
- Presenting research insights
- Team exercise: drafting a brief

- Peer review and feedback

Day 7: Integration, Assessment, and Practical Application

- Final project: complete advertising brief
- Presentation skills
- Assessment criteria review
- Individual presentations
- Feedback and reflection
- Course wrap-up 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 **10 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 29,600.00	R 29,600.00
1	In-House	R 38,500.00	R 38,500.00
1	On-Campus (Pretoria)	R 44,400.00	R 44,400.00

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 244613) 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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