



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 Resource Recommendation Skills

Business, Commerce and Management Studies / Marketing

Unit Standard 244616 · NQF Level 5 · 15 Credits · 12 Days

COURSE OVERVIEW

This course equips learners with the skills to evaluate, select, and recommend appropriate advertising resources for various assignments. It covers criteria for resource assessment, cost-benefit analysis, and alignment with advertising objectives. Learners will be able to make informed recommendations that optimize campaign effectiveness and budget efficiency.

Category	Business, Commerce and Management Studies
Subfield	Marketing
Unit Standard	244616
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

- Evaluate advertising resource options against predefined criteria such as reach, cost, and relevance.
- Analyze the suitability of different media channels (print, digital, broadcast) for specific advertising assignments.
- Recommend advertising resources based on a cost-benefit analysis and alignment with campaign objectives.
- Apply ethical and legal considerations when selecting and recommending advertising resources.
- Demonstrate the ability to document and present resource recommendations to stakeholders.
- Implement a systematic process for reviewing and updating resource recommendations based on performance data.

WHO SHOULD ATTEND

- This course is designed for advertising coordinators, marketing assistants, media planners, and small business owners responsible for sourcing and recommending advertising resources for campaigns or assignments.

COURSE OUTLINE

Day 1: Introduction to Advertising Resources

- What are advertising resources?
- Types of advertising resources: media, creative, human, financial
- The role of resources in campaign success
- Overview of the South African advertising industry
- Key terminology and concepts

Day 2: Media Planning Fundamentals

- Steps in media planning
- Traditional media: TV, radio, print, outdoor
- Digital media: social, search, display, video
- Media metrics and calculations
- Audience analysis and targeting

Day 3: Creative Resource Management

- Creative team structure: copywriters, art directors, designers
- The creative brief: components and best practices
- Brainstorming and concept development
- Review and feedback processes
- Measuring creative impact

Day 4: Budgeting and Financial Resources

- Budgeting methods: percentage of sales, objective-and-task
- Cost structures: CPM, CPC, CPA
- Allocating budget across channels
- Tracking expenditure and adjustments
- Calculating return on advertising investment

Day 5: Human Resources in Advertising

- Agency departments: account, creative, media, production
- In-house vs agency resources
- Hiring and briefing freelancers
- Team dynamics and collaboration
- Performance evaluation of team members

Day 6: Digital Advertising Resources

- Platforms: Google Ads, Facebook Ads, LinkedIn, programmatic
- Real-time bidding and ad exchanges
- Analytics: Google Analytics, dashboards
- Ad servers and tracking
- Optimizing digital spend

Day 7: Production and Technical Resources

- Print production: design, proofing, printing
- Broadcast production: video, audio, post-production
- Digital production: web, mobile, interactive
- Project management tools

- Quality assurance processes

Day 8: Vendor and Supplier Management

- Types of vendors: media owners, production houses, freelancers
- Request for proposals (RFPs)
- Negotiation tactics
- Contract terms and SLAs
- Performance reviews and feedback

Day 9: Resource Allocation and Optimization

- Allocation models: equal, weighted, dynamic
- Data-driven allocation
- A/B testing for resource optimization
- Balancing reach and frequency
- Case studies on resource optimization

Day 10: Legal and Ethical Considerations

- ASA Code of Advertising Practice
- Intellectual property: copyright, trademarks
- Contracts and rights management
- Ethical sourcing and diversity
- Consumer protection laws

Day 11: Measurement and Reporting

- KPIs for resource efficiency
- Reporting templates and dashboards
- Analyzing resource vs. outcome
- Post-campaign analysis
- Presenting findings to stakeholders

Day 12: Integrated Campaign Resource Planning

- Case study: building a resource plan
- Integrating media, creative, human, financial resources
- Contingency planning
- Final project presentations
- Course wrap-up and feedback

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
07 Aug 2026	24 Aug 2026	On-Campus	Pretoria, South Africa
07 Aug 2026	24 Aug 2026	On-Campus	Lagos, Nigeria
10 Aug 2026	25 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	25 Aug 2026	On-Campus	Mauritius
11 Aug 2026	26 Aug 2026	On-Campus	Cape Town, South Africa
12 Aug 2026	27 Aug 2026	On-Campus	Dubai, UAE
13 Aug 2026	28 Aug 2026	On-Campus	Pretoria, South Africa
14 Aug 2026	31 Aug 2026	On-Campus	Abu Dhabi, 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 244616) 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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