



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

Publication Backlist Monitoring Best Practices

Communication Studies and Language / Communication Studies

Unit Standard 246516 · NQF Level 5 · 5 Credits · 2 Days

COURSE OVERVIEW

This course equips participants with the skills to monitor publication back lists effectively, ensuring accurate tracking and management of past publications. It focuses on maintaining up-to-date records, identifying discrepancies, and implementing best practices for back list oversight within a publishing environment.

Category	Communication Studies and Language
Subfield	Communication Studies
Unit Standard	246516
Accreditation	SAQA Accredited · NQF Level 5 · 5 Credits
Duration	2 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply systematic procedures to monitor and update publication back lists.
- Analyze back list data to identify gaps, errors, or outdated entries.
- Evaluate the effectiveness of current back list monitoring processes.
- Implement corrective actions to maintain accurate and current back lists.
- Demonstrate compliance with organisational record-keeping policies and standards.
- Design a monitoring schedule to ensure regular review of publication back lists.

WHO SHOULD ATTEND

- This course is designed for publishing professionals, editorial assistants, content managers, and records coordinators responsible for maintaining and monitoring publication back lists in corporate or academic settings.

COURSE OUTLINE

Day 1: Fundamentals of Publication Backlist Monitoring

- Introduction to backlist vs frontlist and the role of backlist revenue.
- Key performance indicators (KPIs) for backlist titles: sales velocity, inventory turnover, profitability.
- Data sources: sales reports, inventory systems, ISBN-level tracking.
- Setting up a monitoring spreadsheet: columns for title, sales, stock, reprint triggers.
- Prioritisation matrix: ranking titles by sales, margin, and strategic value.
- Case study: successful backlist revival strategies.
- Common pitfalls: data silos, outdated records, ignoring seasonal trends.

Day 2: Advanced Backlist Analytics and Strategic Integration

- Advanced analytics: trend analysis, cohort analysis by publication date.
- Reprint decision models: cost-benefit analysis, minimum order quantities.
- Inventory optimisation: safety stock, slow-moving stock disposition.
- Integration with marketing: targeted promotions, bundling, cover refreshes.
- Integration with sales: retailer feedback, channel-specific performance.
- Rights management: identifying out-of-print titles for reversion or reissue.
- Building a monitoring dashboard (Excel or BI tools).
- Establishing quarterly review cycles and stakeholder reporting.

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

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 16,200.00	R 16,200.00
1	In-House	R 21,000.00	R 21,000.00
1	On-Campus (Pretoria)	R 24,300.00	R 24,300.00

UPCOMING SESSIONS

Start	End	Method	Venue
11 Aug 2026	12 Aug 2026	On-Campus	Durban, South Africa
11 Aug 2026	12 Aug 2026	On-Campus	Pretoria, South Africa
11 Aug 2026	12 Aug 2026	On-Campus	Cape Town, South Africa
13 Aug 2026	14 Aug 2026	On-Campus	Abu Dhabi, UAE
13 Aug 2026	14 Aug 2026	On-Campus	Dubai, UAE
13 Aug 2026	14 Aug 2026	On-Campus	Mauritius
17 Aug 2026	18 Aug 2026	On-Campus	Dubai, UAE
17 Aug 2026	18 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 246516) 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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