



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

Understanding Marketing Communications Role and Nature

Business, Commerce and Management Studies / Marketing

Unit Standard 252192 · NQF Level 4 · 6 Credits · 3 Days

COURSE OVERVIEW

This course provides a comprehensive understanding of the nature and role of marketing communications within a business context. Participants will explore how marketing communications contribute to organisational success by effectively conveying value propositions and building stakeholder relationships. The course equips learners with the foundational knowledge to integrate marketing communications strategies into broader business objectives.

Category	Business, Commerce and Management Studies
Subfield	Marketing
Unit Standard	252192
Accreditation	SAQA Accredited · NQF Level 4 · 6 Credits
Duration	3 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Demonstrate an understanding of the nature and role of marketing communications in achieving organisational objectives.
- Apply key marketing communication principles to develop integrated communication strategies.
- Analyze the impact of environmental factors on marketing communication decisions.
- Evaluate different marketing communication tools and their effectiveness in various contexts.
- Implement ethical and legal considerations in marketing communication campaigns.
- Design a basic marketing communication plan aligned with organisational goals.

WHO SHOULD ATTEND

- This course is designed for marketing assistants, communication officers, and entry-level professionals seeking to understand the fundamentals of marketing communications.
- It is also suitable for non-marketing managers who need to collaborate with marketing teams.

COURSE OUTLINE

Day 1: Foundations of Marketing Communications

- Introduction to marketing communications
- The communication process: sender, message, channel, receiver, feedback
- Role of marketing communications in the marketing mix
- Overview of the promotional mix: advertising, PR, sales promotion, direct marketing, personal selling
- Integrated marketing communications (IMC) concept
- Target audience segmentation and profiling
- Ethical and legal considerations in marketing communications
- Case study: successful IMC campaigns

Day 2: Strategic Planning and Message Development

- Setting communication objectives (awareness, interest, desire, action)
- Hierarchy of effects model
- Message strategy: rational, emotional, and moral appeals
- Creative execution styles (e.g., slice-of-life, testimonial, demonstration)
- Media planning: reach, frequency, and impact
- Traditional vs. digital media channels
- Social media marketing and influencer partnerships
- Budgeting and ROI measurement basics

Day 3: Implementation, Evaluation, and Integration

- Coordinating promotional tools for synergy
- Campaign implementation timeline and touchpoints
- Metrics for evaluating effectiveness: awareness, recall, conversion
- Pre-testing and post-testing methods
- Case studies: successful and failed campaigns
- Crisis communication and reputation management
- Future trends: AI, personalisation, sustainability
- Course review and action planning

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 **6 NQF credits** at **NQF Level 4**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 17,900.00	R 17,900.00
1	In-House	R 23,300.00	R 23,300.00
1	On-Campus (Pretoria)	R 26,800.00	R 26,800.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	12 Aug 2026	On-Campus	Abu Dhabi, UAE
10 Aug 2026	12 Aug 2026	On-Campus	Cape Town, South Africa
11 Aug 2026	13 Aug 2026	On-Campus	Durban, South Africa
11 Aug 2026	13 Aug 2026	On-Campus	Dubai, UAE
12 Aug 2026	14 Aug 2026	On-Campus	Pretoria, South Africa
12 Aug 2026	14 Aug 2026	On-Campus	Mauritius
17 Aug 2026	19 Aug 2026	On-Campus	Durban, South Africa
17 Aug 2026	19 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 252192) 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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