



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

Achieve Marketing Performance Standards

Business, Commerce and Management Studies / Marketing

Unit Standard 252194 · NQF Level 4 · 4 Credits · 1 Day

COURSE OVERVIEW

This course equips learners with the skills to meet marketing performance standards by planning, implementing, and evaluating marketing activities. It focuses on aligning marketing efforts with organisational objectives and improving overall marketing effectiveness.

Category	Business, Commerce and Management Studies
Subfield	Marketing
Unit Standard	252194
Accreditation	SAQA Accredited · NQF Level 4 · 4 Credits
Duration	1 day
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Plan marketing activities to achieve specified performance standards.
- Implement marketing plans in accordance with organisational policies and procedures.
- Monitor and evaluate marketing performance against set targets.
- Apply corrective actions to address deviations from marketing performance standards.
- Communicate marketing results to relevant stakeholders.
- Demonstrate ethical and professional conduct in marketing practice.

WHO SHOULD ATTEND

- Marketing practitioners, coordinators, and junior managers who are responsible for executing marketing plans and achieving measurable performance outcomes.

COURSE OUTLINE

Day 1: Foundational Marketing Performance Standards

- Introduction to SAQA unit standard 252194 and marketing performance standards.
- Overview of marketing performance frameworks and industry benchmarks.
- Key performance indicators (KPIs) for marketing: reach, engagement, conversion, ROI.
- Methods for collecting and analysing marketing data.
- Using data to identify gaps between actual and desired performance.
- Techniques for reporting marketing performance to stakeholders.
- Introduction to corrective actions and improvement plans.
- Case studies from South African marketing environments.

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

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 12,800.00	R 12,800.00
1	In-House	R 16,600.00	R 16,600.00
1	On-Campus (Pretoria)	R 19,200.00	R 19,200.00

UPCOMING SESSIONS

Start	End	Method	Venue
07 Aug 2026	07 Aug 2026	On-Campus	Johannesburg, South Africa
10 Aug 2026	10 Aug 2026	On-Campus	Cape Town, South Africa
11 Aug 2026	11 Aug 2026	On-Campus	Dubai, UAE
12 Aug 2026	12 Aug 2026	On-Campus	Pretoria, South Africa
13 Aug 2026	13 Aug 2026	On-Campus	Abu Dhabi, UAE
14 Aug 2026	14 Aug 2026	On-Campus	Durban, South Africa
14 Aug 2026	14 Aug 2026	On-Campus	Mauritius
17 Aug 2026	17 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 252194) 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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