



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

Marketing Resource Identification for Objectives

Business, Commerce and Management Studies / Marketing

Unit Standard 252197 · NQF Level 4 · 4 Credits · 1 Day

COURSE OVERVIEW

This course equips learners with the skills to identify and strategically apply marketing resources to achieve organisational objectives. Participants will learn to evaluate resource availability, allocate budgets effectively, and monitor resource performance to optimise marketing outcomes.

Category	Business, Commerce and Management Studies
Subfield	Marketing
Unit Standard	252197
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

- Identify and categorise marketing resources required to meet specific objectives
- Evaluate the availability and suitability of marketing resources against organisational goals
- Allocate marketing resources efficiently to maximise return on investment
- Implement monitoring mechanisms to track resource usage and performance
- Demonstrate the ability to adjust resource allocation based on changing market conditions

WHO SHOULD ATTEND

- Marketing professionals, business owners, and managers responsible for planning and executing marketing strategies within their organisations.

COURSE OUTLINE

Day 1: Foundations of Marketing Resource Identification

- Introduction to marketing resource identification
- Types of marketing resources: financial, human, physical, intellectual
- Resource needs analysis based on marketing objectives
- Criteria for resource prioritisation: cost-benefit, availability, impact
- Aligning resources with target market and marketing mix
- Case study: Resource identification for a new product launch
- Common pitfalls in resource identification and mitigation
- Summary and assessment

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
03 Aug 2026	03 Aug 2026	On-Campus	Pretoria, South Africa
03 Aug 2026	03 Aug 2026	On-Campus	Lagos, Nigeria
04 Aug 2026	04 Aug 2026	On-Campus	Johannesburg, South Africa
05 Aug 2026	05 Aug 2026	On-Campus	Mauritius
06 Aug 2026	06 Aug 2026	On-Campus	Cape Town, South Africa
07 Aug 2026	07 Aug 2026	On-Campus	Dubai, UAE
10 Aug 2026	10 Aug 2026	On-Campus	Abu Dhabi, UAE
11 Aug 2026	11 Aug 2026	On-Campus	Mauritius

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 252197) 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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