



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

Creative Marketing Communications Principles

Business, Commerce and Management Studies / Marketing

Unit Standard 252198 · NQF Level 4 · 6 Credits · 3 Days

COURSE OVERVIEW

This course equips learners with a foundational understanding of the creative principles that underpin effective marketing communications. Participants will explore how to apply these principles to develop compelling campaigns that resonate with target audiences in diverse South African contexts.

Category	Business, Commerce and Management Studies
Subfield	Marketing
Unit Standard	252198
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

- Apply key creative principles to develop marketing communication concepts that align with brand objectives.
- Analyze target audience characteristics to inform creative messaging and channel selection.
- Evaluate the effectiveness of creative marketing communications using established criteria.
- Design a basic marketing communication campaign that integrates creative principles.
- Demonstrate understanding of legal and ethical considerations in marketing communications.
- Implement strategies to measure and optimize creative marketing communications.

WHO SHOULD ATTEND

- Marketing coordinators, junior brand managers, and communication officers seeking to strengthen their creative strategy skills within corporate or agency environments.

COURSE OUTLINE

Day 1: Foundations of Creative Marketing Communications

- Introduction to marketing communications: definitions and importance.
- The communication process: sender, message, channel, receiver, feedback, noise.
- Overview of the marketing communications mix: advertising, public relations, sales promotion, direct marketing, digital media.
- Understanding target audiences: segmentation, targeting, and positioning (STP).
- Creativity in marketing: role of creative thinking and idea generation.
- Brand identity and messaging: consistency and differentiation.
- Ethical and legal considerations in marketing communications.
- Case study analysis: successful creative campaigns.

Day 2: Strategic Planning and Creative Execution

- Marketing communications planning process: situation analysis, objectives, strategy, tactics, evaluation.
- Writing a creative brief: insights, proposition, tone, and deliverables.
- Media planning and selection: traditional vs. digital channels.
- Creative execution: copywriting, design principles, and visual hierarchy.
- Integrated marketing communications (IMC): consistency across channels.
- Budgeting and resource allocation for campaigns.
- Measurement and evaluation: KPIs, ROI, and analytics.
- Workshop: Developing a creative brief for a given scenario.

Day 3: Practical Application and Campaign Integration

- Campaign integration: aligning message, media, and measurement.
- Presentation skills for pitching creative ideas.
- Peer review and constructive feedback techniques.
- Emerging trends: digital transformation, social media, and AI in marketing.
- Final project: Develop a mini-campaign from brief to presentation.
- Group presentations and critique session.
- Course wrap-up and key takeaways.
- Q&A; and action planning for real-world application.

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	Durban, South Africa
10 Aug 2026	12 Aug 2026	On-Campus	Dubai, UAE
11 Aug 2026	13 Aug 2026	On-Campus	Pretoria, South Africa
11 Aug 2026	13 Aug 2026	On-Campus	Mauritius
12 Aug 2026	14 Aug 2026	On-Campus	Abu Dhabi, UAE
12 Aug 2026	14 Aug 2026	On-Campus	Cape Town, South Africa
17 Aug 2026	19 Aug 2026	On-Campus	Shenzhen, China
17 Aug 2026	19 Aug 2026	On-Campus	Pretoria, South Africa

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 252198) 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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