



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 Teamwork Strategies in South Africa

Business, Commerce and Management Studies / Marketing

Unit Standard 252201 · NQF Level 4 · 4 Credits · 1 Day

COURSE OVERVIEW

This course equips marketing professionals with the strategies and tools to work effectively in teams, fostering collaboration and synergy within diverse South African contexts. Learners will develop the ability to apply marketing teamwork strategies to achieve organisational goals, enhance communication, and drive campaign success.

Category	Business, Commerce and Management Studies
Subfield	Marketing
Unit Standard	252201
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

- Apply marketing teamwork strategies to enhance collaboration and achieve shared objectives.
- Analyze team dynamics and communication patterns to identify areas for improvement.
- Evaluate the effectiveness of marketing team strategies using relevant metrics.
- Design a marketing team plan that integrates diverse roles and responsibilities.
- Demonstrate effective conflict resolution and negotiation skills within a marketing team.
- Implement feedback mechanisms to continuously improve team performance.

WHO SHOULD ATTEND

- Marketing managers, coordinators, and team members who work in collaborative marketing environments and seek to improve team dynamics and performance.

COURSE OUTLINE

Day 1: Foundations of Marketing Teamwork in South Africa

- Introduction to marketing teamwork and its importance in South Africa.
- Key elements of effective teams: trust, communication, and shared goals.
- Roles and responsibilities in a marketing team (e.g., strategist, content creator, analyst).
- Communication strategies for diverse teams: active listening, feedback, and conflict resolution.
- Understanding South African cultural diversity and its influence on teamwork.
- Tools for collaboration: project management software, shared calendars, and communication platforms.
- Case study: Successful marketing teamwork in a South African company.
- Developing a teamwork action plan for a marketing campaign.

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
10 Aug 2026	10 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	10 Aug 2026	On-Campus	Mauritius
11 Aug 2026	11 Aug 2026	On-Campus	Cape Town, South Africa
12 Aug 2026	12 Aug 2026	On-Campus	Dubai, UAE
13 Aug 2026	13 Aug 2026	On-Campus	Pretoria, South Africa
14 Aug 2026	14 Aug 2026	On-Campus	Abu Dhabi, UAE
17 Aug 2026	17 Aug 2026	On-Campus	Shenzhen, China
18 Aug 2026	18 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 252201) 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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