



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

Brand Product and Service Promotions Management

Business, Commerce and Management Studies / Marketing

Unit Standard 252202 · NQF Level 4 · 4 Credits · 1 Day

COURSE OVERVIEW

This course equips learners with the skills to effectively manage brand, product, and service promotions within a corporate environment. Participants will learn to plan, implement, and evaluate promotional activities that align with organisational objectives and enhance brand value.

Category	Business, Commerce and Management Studies
Subfield	Marketing
Unit Standard	252202
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 promotional activities for a brand, product, or service in line with organisational objectives.
- Implement promotional campaigns using appropriate marketing communication tools.
- Monitor and evaluate the effectiveness of promotional activities against set criteria.
- Apply relevant legislation and ethical standards in promotional practices.
- Demonstrate understanding of brand positioning and its impact on promotional strategies.
- Coordinate promotional activities with internal and external stakeholders.

WHO SHOULD ATTEND

- This course is designed for marketing coordinators, brand managers, sales representatives, and anyone responsible for planning or executing promotional campaigns in a corporate setting.

COURSE OUTLINE

Day 1: Fundamentals of Brand, Product, and Service Promotions Management

- Introduction to brand, product, and service promotions management.
- The promotional mix: advertising, sales promotion, public relations, direct marketing, personal selling.
- Aligning promotions with brand strategy and product/service life cycle.
- Developing promotional objectives and budgets.
- Selecting promotional channels and media.
- Measuring promotional effectiveness: ROI, reach, frequency, conversion.
- Ethical and legal considerations in promotions (ASA, CPA).
- Case study: Analysing a successful promotional 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	Abu Dhabi, UAE
11 Aug 2026	11 Aug 2026	On-Campus	Durban, South Africa
11 Aug 2026	11 Aug 2026	On-Campus	Mauritius
12 Aug 2026	12 Aug 2026	On-Campus	Cape Town, South Africa
13 Aug 2026	13 Aug 2026	On-Campus	Dubai, UAE
14 Aug 2026	14 Aug 2026	On-Campus	Pretoria, South Africa
17 Aug 2026	17 Aug 2026	On-Campus	Durban, South Africa
18 Aug 2026	18 Aug 2026	On-Campus	Shenzhen, China

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 252202) 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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