



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

Understanding Your Target Market Fundamentals

Business, Commerce and Management Studies / Marketing

Unit Standard 252203 · NQF Level 4 · 4 Credits · 1 Day

COURSE OVERVIEW

This course equips learners with the foundational knowledge and skills to identify, analyse, and understand target markets. It focuses on defining market segments, understanding customer needs, and applying market research to inform business strategies. By the end, learners will be able to demonstrate a practical understanding of how target market insights drive organisational success.

Category	Business, Commerce and Management Studies
Subfield	Marketing
Unit Standard	252203
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

- Demonstrate an understanding of the concept of a target market and its importance in business.
- Identify and describe different market segmentation bases (demographic, geographic, psychographic, behavioural).
- Apply basic market research techniques to gather information about a specific target market.
- Analyse customer needs, preferences, and buying behaviour within a defined target market.
- Evaluate how target market insights can be used to develop marketing strategies.
- Present findings on a target market in a clear and structured manner.

WHO SHOULD ATTEND

- This course is ideal for entry-level marketing professionals, small business owners, and anyone responsible for customer engagement or product development who needs to build a solid understanding of target market fundamentals.

COURSE OUTLINE

Day 1: Understanding Your Target Market

- Introduction to target market concepts
- Market segmentation bases: demographic, geographic, psychographic, behavioural
- Primary vs secondary market research
- Data collection methods: surveys, interviews, observation
- Analysing market data to identify segments
- Evaluating segment attractiveness (size, growth, profitability)
- Creating a target market profile
- Ethical considerations in market research

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	Pretoria, South Africa
11 Aug 2026	11 Aug 2026	On-Campus	Abu Dhabi, UAE
12 Aug 2026	12 Aug 2026	On-Campus	Durban, South Africa
12 Aug 2026	12 Aug 2026	On-Campus	Mauritius
13 Aug 2026	13 Aug 2026	On-Campus	Cape Town, South Africa
14 Aug 2026	14 Aug 2026	On-Campus	Dubai, UAE
17 Aug 2026	17 Aug 2026	On-Campus	Abu Dhabi, UAE
18 Aug 2026	18 Aug 2026	On-Campus	Durban, 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 252203) 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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