



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

Tel: +27 12 004 8389 · Mobile: +27 65 077 6310

Email: apply@aatikd.co.za · Website: www.aatikd.co.za

COURSE BROCHURE

Marketing Information Flow and Data Collection

Business, Commerce and Management Studies / Marketing

Unit Standard 252204 · NQF Level 4 · 4 Credits · 1 Day

COURSE OVERVIEW

This course equips learners with the skills to monitor marketing information flows and systematically collect and process marketing data. Participants will learn to gather market intelligence, manage data channels, and ensure accurate data processing to support informed decision-making. The course aligns with the SAQA unit standard 252204, focusing on practical data management in marketing contexts.

Category	Business, Commerce and Management Studies
Subfield	Marketing
Unit Standard	252204
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 techniques to monitor marketing information flow from various sources and channels.
- Analyze marketing data using appropriate collection methods and tools.
- Evaluate the quality and reliability of collected marketing data.
- Implement procedures for processing and storing marketing data in compliance with organisational standards.
- Demonstrate the ability to interpret processed data to support marketing decisions.
- Design a basic marketing data collection plan that aligns with business objectives.

WHO SHOULD ATTEND

- Marketing professionals, market researchers, and data analysts who are responsible for managing marketing information flows and processing marketing data.
- The course is also suitable for supervisors and team leaders overseeing data collection activities.

COURSE OUTLINE

Day 1: Marketing Information Flow and Data Collection

- Introduction to marketing information systems
- Types of marketing data: primary vs secondary, qualitative vs quantitative
- Sources of marketing information: internal records, market research, external databases
- Information flow: data capture, storage, retrieval, and dissemination
- Data collection methods: surveys, interviews, observations, and digital analytics
- Data quality and integrity
- Ethical and legal considerations: POPIA, privacy, consent
- Practical application: designing a simple data collection plan

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	Cape Town, South Africa
04 Aug 2026	04 Aug 2026	On-Campus	Dubai, UAE
05 Aug 2026	05 Aug 2026	On-Campus	Pretoria, South Africa
05 Aug 2026	05 Aug 2026	On-Campus	Lagos, Nigeria
06 Aug 2026	06 Aug 2026	On-Campus	Johannesburg, South Africa
07 Aug 2026	07 Aug 2026	On-Campus	Mauritius
10 Aug 2026	10 Aug 2026	On-Campus	Dubai, UAE
11 Aug 2026	11 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 252204) 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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