



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

Product Positioning Fundamentals for Market Success

Business, Commerce and Management Studies / Marketing

Unit Standard 252206 · NQF Level 4 · 4 Credits · 1 Day

COURSE OVERVIEW

This course equips learners with the knowledge and skills to effectively position products in the market. Participants will understand the principles of product positioning, including market analysis, competitive differentiation, and value proposition development. By the end, learners will be able to apply positioning strategies to enhance market success.

Category	Business, Commerce and Management Studies
Subfield	Marketing
Unit Standard	252206
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 and importance of product positioning
- Apply market analysis techniques to identify target segments and competitive landscapes
- Analyze customer needs and preferences to inform positioning strategies
- Evaluate different positioning approaches and select appropriate strategies for specific products
- Develop a value proposition that clearly communicates product benefits and differentiation
- Implement a product positioning plan and monitor its effectiveness

WHO SHOULD ATTEND

- This course is ideal for marketing professionals, product managers, and business owners seeking to strengthen their product positioning skills.
- It is also suitable for sales teams and entrepreneurs who need to differentiate their offerings in competitive markets.

COURSE OUTLINE

Day 1: Foundations of Product Positioning

- Introduction to product positioning: definition and role in marketing mix.
- Components of a positioning statement: target market, point of difference, reason to believe.
- Market segmentation and target audience analysis.
- Competitive analysis and differentiation strategies.
- Positioning frameworks: perceptual mapping, value proposition canvas.
- Case studies of successful product positioning.
- Common pitfalls in product positioning.

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 252206) 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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