



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

Personal Marketing Culture for Professionals

Business, Commerce and Management Studies / Marketing

Unit Standard 252209 · NQF Level 4 · 4 Credits · 1 Day

COURSE OVERVIEW

This course equips professionals with the mindset, habits, and tools to cultivate a personal marketing culture that enhances their professional brand and career growth. Learners will develop the ability to proactively communicate their value, build networks, and position themselves as sought-after experts in their field.

Category	Business, Commerce and Management Studies
Subfield	Marketing
Unit Standard	252209
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 personal marketing principles to define and articulate a unique professional value proposition.
- Analyse current personal branding and identify gaps between self-perception and external perception.
- Evaluate networking opportunities and select strategies that align with personal career goals.
- Design a personal marketing plan that includes branding, networking, and ongoing reputation management.
- Implement techniques to consistently communicate professional strengths and achievements.
- Demonstrate sustained personal marketing habits through portfolio evidence and reflective practice.

WHO SHOULD ATTEND

- Professionals at any career stage who want to strengthen their personal brand, improve their networking effectiveness, and take ownership of their professional reputation.
- Ideal for individuals seeking to increase visibility and influence within their organisation or industry.

COURSE OUTLINE

Day 1: Foundations of Personal Marketing Culture

- Introduction to personal marketing culture and professional branding.
- Self-assessment: identifying strengths, values, and unique selling points.
- Building a professional image: appearance, behavior, and online presence.
- Effective communication skills: verbal, non-verbal, and written.
- Networking strategies for professionals.
- Leveraging social media for personal branding.
- Developing a personal marketing plan.
- Ethics and professionalism in personal marketing.

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	Dubai, UAE
11 Aug 2026	11 Aug 2026	On-Campus	Pretoria, South Africa
12 Aug 2026	12 Aug 2026	On-Campus	Abu Dhabi, UAE
13 Aug 2026	13 Aug 2026	On-Campus	Durban, South Africa
13 Aug 2026	13 Aug 2026	On-Campus	Mauritius
14 Aug 2026	14 Aug 2026	On-Campus	Cape Town, South Africa
17 Aug 2026	17 Aug 2026	On-Campus	Pretoria, South Africa
18 Aug 2026	18 Aug 2026	On-Campus	Abu Dhabi, 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 252209) 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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