



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

Marketing Administration within Agreed Parameters

Business, Commerce and Management Studies / Marketing

Unit Standard 252213 · NQF Level 4 · 6 Credits · 3 Days

COURSE OVERVIEW

This course equips learners with the competencies required to carry out marketing administration tasks within agreed parameters, including planning, implementing, and monitoring marketing activities. It focuses on applying administrative processes to support marketing strategies while adhering to organisational policies and procedures.

Category	Business, Commerce and Management Studies
Subfield	Marketing
Unit Standard	252213
Accreditation	SAQA Accredited · NQF Level 4 · 6 Credits
Duration	3 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply marketing administrative processes within agreed parameters to support marketing plans.
- Implement marketing activities in accordance with organisational policies and procedures.
- Monitor and report on marketing administrative tasks against agreed timelines and budgets.
- Evaluate marketing administrative outcomes and recommend improvements.
- Demonstrate effective communication and record-keeping in marketing administration.
- Utilize relevant technology and systems to manage marketing administration tasks.

WHO SHOULD ATTEND

- This course is designed for marketing administrators, coordinators, and junior marketing professionals who are responsible for executing marketing administrative tasks under supervision.

COURSE OUTLINE

Day 1: Introduction to Marketing Administration

- Definition and scope of marketing administration.
- Marketing vs. sales administration.
- The marketing mix (4Ps) and its administrative implications.
- Understanding target markets and customer segmentation.
- Marketing information systems and data management.
- Legal and ethical considerations in marketing administration.
- Introduction to marketing plans and budgets.
- Roles and responsibilities of a marketing administrator.

Day 2: Implementing Marketing Administration Tasks

- Planning and scheduling marketing activities.
- Managing promotional materials and inventory.
- Coordinating with internal teams and external vendors.
- Budget monitoring and expense tracking.
- Reporting on campaign performance.
- Handling customer inquiries and feedback.
- Using CRM systems for administrative tasks.
- Compliance with organizational policies and procedures.

Day 3: Evaluation and Continuous Improvement

- Key performance indicators (KPIs) for marketing administration.
- Methods for evaluating marketing effectiveness.
- Analyzing data to inform decision-making.
- Reporting structures and formats.
- Feedback mechanisms and stakeholder communication.
- Continuous improvement models (e.g., PDCA).
- Case studies of successful marketing administration.
- Developing an action plan for improvement.

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 **6 NQF credits** at **NQF Level 4**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 17,900.00	R 17,900.00
1	In-House	R 23,300.00	R 23,300.00
1	On-Campus (Pretoria)	R 26,800.00	R 26,800.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	12 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	12 Aug 2026	On-Campus	Dubai, UAE
11 Aug 2026	13 Aug 2026	On-Campus	Pretoria, South Africa
11 Aug 2026	13 Aug 2026	On-Campus	Mauritius
12 Aug 2026	14 Aug 2026	On-Campus	Abu Dhabi, UAE
12 Aug 2026	14 Aug 2026	On-Campus	Cape Town, South Africa
17 Aug 2026	19 Aug 2026	On-Campus	Shenzhen, China
17 Aug 2026	19 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 252213) 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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