



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

Direct Marketing Liaison and Role Player Interaction

Business, Commerce and Management Studies / Marketing

Unit Standard 252215 · NQF Level 4 · 6 Credits · 3 Days

COURSE OVERVIEW

This course equips learners with the skills to effectively liaise and interact with direct marketing role players, including clients, suppliers, and internal teams. Participants will learn to coordinate marketing activities, manage stakeholder relationships, and ensure seamless communication to achieve marketing objectives.

Category	Business, Commerce and Management Studies
Subfield	Marketing
Unit Standard	252215
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

- Identify and describe the roles and responsibilities of key direct marketing role players.
- Apply effective communication techniques to liaise with role players in direct marketing contexts.
- Coordinate activities and information flow among direct marketing stakeholders.
- Evaluate the effectiveness of interactions and suggest improvements.
- Demonstrate professionalism and ethical conduct in all interactions.
- Resolve conflicts and address challenges in role player relationships.

WHO SHOULD ATTEND

- This course is designed for marketing professionals, coordinators, and team members responsible for direct marketing campaigns who need to interact with various role players.

COURSE OUTLINE

Day 1: Foundations of Direct Marketing and Stakeholder Identification

- Definition and types of direct marketing (email, SMS, telemarketing, direct mail)
- Key stakeholders: clients, suppliers, regulatory bodies, internal teams
- Overview of the Consumer Protection Act (CPA) and Protection of Personal Information Act (POPIA)
- The liaison function: bridging communication gaps
- Ethical considerations and codes of conduct
- Case study: successful direct marketing campaign analysis

Day 2: Communication Strategies and Role Player Engagement

- Communication models and barriers in direct marketing
- Stakeholder mapping and engagement planning
- Conflict resolution techniques (e.g., interest-based negotiation)
- Gathering and utilising feedback from role players
- Assertive communication and active listening exercises
- Practical role-play scenarios for liaison interactions

Day 3: Practical Integration and Campaign Coordination

- Campaign coordination workflow: from brief to execution
- Handling objections and managing expectations
- Reporting and documentation standards
- Quality assurance in stakeholder interactions
- Final assessment: integrated practical scenario
- Action planning for continuous 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
11 Aug 2026	13 Aug 2026	On-Campus	Abu Dhabi, UAE
11 Aug 2026	13 Aug 2026	On-Campus	Cape Town, South Africa
12 Aug 2026	14 Aug 2026	On-Campus	Durban, South Africa
12 Aug 2026	14 Aug 2026	On-Campus	Dubai, UAE
17 Aug 2026	19 Aug 2026	On-Campus	Harare, Zimbabwe
17 Aug 2026	19 Aug 2026	On-Campus	Abu Dhabi, UAE
18 Aug 2026	20 Aug 2026	On-Campus	Durban, South Africa
18 Aug 2026	20 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 252215) 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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