



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

Identify Your Organisation's Target Market

Services / Wholesale and Retail

Unit Standard 252242 · NQF Level 5 · 9 Credits · 6 Days

COURSE OVERVIEW

This course equips learners with the skills to identify and define an organisation's target market, enabling them to focus marketing efforts effectively. Participants will learn to analyse market segments, evaluate customer profiles, and apply segmentation strategies to support business objectives.

Category	Services
Subfield	Wholesale and Retail
Unit Standard	252242
Accreditation	SAQA Accredited · NQF Level 5 · 9 Credits
Duration	6 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Analyse the components of a target market and their relevance to organisational strategy.
- Evaluate market segmentation criteria to identify viable customer groups.
- Apply research methods to gather data on potential target markets.
- Demonstrate the ability to profile a target market based on demographic, psychographic, and behavioural factors.
- Implement a target market selection process aligned with organisational goals.

WHO SHOULD ATTEND

- This course is designed for marketing professionals, business owners, sales staff, and anyone responsible for market analysis or customer acquisition in a South African context.

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 **9 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 26,900.00	R 26,900.00
1	In-House	R 35,000.00	R 35,000.00
1	On-Campus (Pretoria)	R 40,300.00	R 40,300.00

UPCOMING SESSIONS

Start	End	Method	Venue
07 Aug 2026	14 Aug 2026	On-Campus	Mauritius
10 Aug 2026	17 Aug 2026	On-Campus	Dubai, UAE
11 Aug 2026	18 Aug 2026	On-Campus	Pretoria, South Africa
12 Aug 2026	19 Aug 2026	On-Campus	Abu Dhabi, UAE
13 Aug 2026	20 Aug 2026	On-Campus	Durban, South Africa
13 Aug 2026	20 Aug 2026	On-Campus	Mauritius
14 Aug 2026	21 Aug 2026	On-Campus	Cape Town, South Africa
17 Aug 2026	24 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 252242) 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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