



## 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

# Copyright Permission Acquisition Skills

Business, Commerce and Management Studies / Marketing

Unit Standard 252446 · NQF Level 5 · 10 Credits · 7 Days

## COURSE OVERVIEW

This course equips learners with the skills to legally and ethically acquire copyright permissions for using third-party materials in various media. It covers the principles of copyright law, the process of identifying rights holders, and the procedures for obtaining formal permissions. Learners will be able to apply these skills to ensure compliance and avoid infringement in their professional work.

|                 |                                            |
|-----------------|--------------------------------------------|
| Category        | Business, Commerce and Management Studies  |
| Subfield        | Marketing                                  |
| Unit Standard   | 252446                                     |
| Accreditation   | SAQA Accredited · NQF Level 5 · 10 Credits |
| Duration        | 7 days                                     |
| Training Method | Online, On-Campus, In-House                |
| Certificate     | Issued via AATICD LMS – verifiable online  |

## LEARNING OUTCOMES

- Apply the principles of South African copyright law to determine when permission is required.
- Identify and locate copyright holders for various types of works.
- Draft and submit formal permission requests using appropriate templates and protocols.
- Evaluate responses and negotiate terms for copyright use.
- Document and manage permissions for record-keeping and audit purposes.
- Demonstrate ethical practices in acquiring and using copyrighted materials.

## WHO SHOULD ATTEND

- This course is designed for content creators, editors, publishers, librarians, educators, and marketing professionals who need to use copyrighted materials in their work.
- It is also suitable for anyone responsible for ensuring copyright compliance in their organisation.

## COURSE OUTLINE

### Day 1: Introduction to Copyright and Permission Principles

- Overview of copyright law in South Africa
- Types of works protected by copyright
- Duration and ownership of copyright
- Exclusive rights of copyright holders
- Introduction to permissions and licences
- Penalties for copyright infringement

### Day 2: Identifying Copyright Holders and Works

- Methods for identifying copyright holders
- Copyright notices and metadata
- Public domain works and expiration of copyright
- Orphan works: risks and management
- Using online copyright databases
- Practical exercise: copyright search

### Day 3: Types of Permissions and Licences

- Exclusive vs non-exclusive licences
- Creative Commons licences: types and usage
- Open access and public domain dedications
- Assignment vs licensing of copyright
- Key clauses in licence agreements
- Licence compatibility and stacking

### Day 4: Fair Use, Fair Dealing, and Exceptions

- Fair dealing for research, criticism, and review
- Educational and library exceptions
- Parody, quotation, and incidental inclusion
- Comparison with international fair use
- Limitations of fair dealing
- Practical exercise: fair dealing analysis

### Day 5: Drafting Permission Requests and Licences

- Elements of a permission request letter
- Negotiation strategies for permissions
- Drafting licence agreements: scope, territory, duration
- Royalties and payment terms
- Permission for derivative works
- Managing permissions for collective works

### Day 6: Managing Permissions and Record Keeping

- Creating a permissions register
- Documenting correspondence and agreements
- Digital rights management (DRM) basics
- Permission management tools and databases
- Renewal and termination of permissions

- Auditing copyright compliance

#### Day 7: Case Studies and Practical Integration

- Case studies: publishing, multimedia, education
- International permissions and cross-border issues
- Dealing with uncooperative copyright holders
- Ethical considerations in permissions
- Creating a personal action plan
- Course review and assessment

## 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 **10 NQF credits** at **NQF Level 5**.

## PRICING (PER DELEGATE, EX-VAT)

| Delegates | Training Method      | Price per Delegate | Total       |
|-----------|----------------------|--------------------|-------------|
| 1         | Online               | R 29,600.00        | R 29,600.00 |
| 1         | In-House             | R 38,500.00        | R 38,500.00 |
| 1         | On-Campus (Pretoria) | R 44,400.00        | R 44,400.00 |

## UPCOMING SESSIONS

| Start       | End         | Method    | Venue                   |
|-------------|-------------|-----------|-------------------------|
| 10 Aug 2026 | 18 Aug 2026 | On-Campus | Durban, South Africa    |
| 10 Aug 2026 | 18 Aug 2026 | On-Campus | Mauritius               |
| 11 Aug 2026 | 19 Aug 2026 | On-Campus | Cape Town, South Africa |
| 12 Aug 2026 | 20 Aug 2026 | On-Campus | Dubai, UAE              |
| 13 Aug 2026 | 21 Aug 2026 | On-Campus | Pretoria, South Africa  |
| 14 Aug 2026 | 24 Aug 2026 | On-Campus | Abu Dhabi, UAE          |
| 17 Aug 2026 | 25 Aug 2026 | On-Campus | Shenzhen, China         |
| 18 Aug 2026 | 26 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](http://www.aaticd.co.za), open the page for this course (Unit Standard 252446) 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](mailto: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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