



## 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

# Ethics and Professionalism in the SA Music Industry

Culture and Arts / Music

Unit Standard 253337 · NQF Level 5 · 3 Credits · 1 Day

## COURSE OVERVIEW

This course equips music industry professionals with a solid understanding of ethical principles and professional conduct as required in the South African music sector. Participants will learn to navigate ethical dilemmas, uphold integrity, and maintain professionalism in their daily practice.

|                 |                                           |
|-----------------|-------------------------------------------|
| Category        | Culture and Arts                          |
| Subfield        | Music                                     |
| Unit Standard   | 253337                                    |
| Accreditation   | SAQA Accredited · NQF Level 5 · 3 Credits |
| Duration        | 1 day                                     |
| Training Method | Online, On-Campus, In-House               |
| Certificate     | Issued via AATICD LMS – verifiable online |

## LEARNING OUTCOMES

- Apply ethical principles to common scenarios in the South African music industry.
- Analyze the impact of unethical behavior on stakeholders and the industry's reputation.
- Evaluate professional standards and codes of conduct relevant to music industry roles.
- Demonstrate professionalism in communication, collaboration, and contractual dealings.
- Implement strategies to resolve ethical conflicts in a culturally sensitive manner.

## WHO SHOULD ATTEND

- This course is designed for musicians, producers, managers, record label staff, and other music industry practitioners seeking to enhance their ethical awareness and professional conduct in the South African context.

## COURSE OUTLINE

### Day 1: Foundations of Ethics and Professionalism in the SA Music Industry

- Introduction to ethics: definitions, moral principles, and professional codes of conduct.
- The South African music industry landscape: stakeholders, challenges, and cultural considerations.
- Key ethical issues: intellectual property, fair remuneration, exploitation, and cultural appropriation.
- Professionalism: communication, punctuality, reliability, and collaboration.
- Legal framework: Copyright Act, Performers' Protection Act, and basic contract principles.
- Ethical decision-making models and case studies from the SA music scene.
- Building a personal ethical framework and code of conduct.
- Summary and action plan for ethical practice.

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

## PRICING (PER DELEGATE, EX-VAT)

| Delegates | Training Method      | Price per Delegate | Total       |
|-----------|----------------------|--------------------|-------------|
| 1         | Online               | R 13,400.00        | R 13,400.00 |
| 1         | In-House             | R 17,400.00        | R 17,400.00 |
| 1         | On-Campus (Pretoria) | R 20,200.00        | R 20,200.00 |

## UPCOMING SESSIONS

| Start       | End         | Method    | Venue                   |
|-------------|-------------|-----------|-------------------------|
| 10 Aug 2026 | 10 Aug 2026 | On-Campus | Durban, South Africa    |
| 10 Aug 2026 | 10 Aug 2026 | On-Campus | Mauritius               |
| 11 Aug 2026 | 11 Aug 2026 | On-Campus | Cape Town, South Africa |
| 12 Aug 2026 | 12 Aug 2026 | On-Campus | Dubai, UAE              |
| 13 Aug 2026 | 13 Aug 2026 | On-Campus | Pretoria, South Africa  |
| 14 Aug 2026 | 14 Aug 2026 | On-Campus | Abu Dhabi, UAE          |
| 17 Aug 2026 | 17 Aug 2026 | On-Campus | Shenzhen, China         |
| 18 Aug 2026 | 18 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 253337) 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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