



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

Ethical and Legal Pharmaceutical Representation in South Africa

Health Sciences and Social Services / Curative Health

Unit Standard 259362 · NQF Level 5 · 6 Credits · 3 Days

COURSE OVERVIEW

This course equips pharmaceutical representatives with the knowledge and skills to act ethically and legally in their professional conduct. It covers the ethical codes, legal frameworks, and regulatory requirements governing pharmaceutical representation in South Africa, ensuring compliance and integrity in all interactions.

Category	Health Sciences and Social Services
Subfield	Curative Health
Unit Standard	259362
Accreditation	SAQA Accredited · NQF Level 5 · 6 Credits
Duration	3 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply the ethical codes of pharmaceutical representation in daily practice
- Analyze legal requirements for pharmaceutical promotion and marketing
- Evaluate compliance with South African laws and regulations
- Demonstrate integrity in interactions with healthcare professionals and patients
- Implement appropriate procedures for reporting ethical or legal breaches
- Design strategies to ensure ethical and legal pharmaceutical representation

WHO SHOULD ATTEND

- Pharmaceutical sales representatives, medical liaisons, and other professionals involved in the promotion and representation of pharmaceutical products in South Africa.

COURSE OUTLINE

Day 1: Foundations of Ethical and Legal Pharmaceutical Representation

- Introduction to pharmaceutical representation in South Africa.
- Overview of the Medicines and Related Substances Act (Act 101 of 1965).
- The role of SAHPRA (South African Health Products Regulatory Authority).
- Ethical codes: PSSA Code of Conduct and industry self-regulation.
- Principles of ethical marketing: accuracy, balance, and non-promotion of off-label use.
- Legal obligations: record-keeping, sampling, and reporting adverse events.
- Case studies: common ethical dilemmas in pharmaceutical sales.
- Consequences of misconduct: fines, license revocation, and reputational damage.

Day 2: Regulatory Compliance and Professional Practice

- Detailed analysis of the Medicines Act: scheduling, advertising, and distribution.
- Regulations on promotional activities: content, disclosure, and fair balance.
- Interaction with healthcare professionals: gifts, hospitality, and sponsorship rules.
- Sampling procedures: authorization, documentation, and monitoring.
- Managing conflicts of interest: transparency and disclosure requirements.
- Record-keeping and reporting: adverse events, complaints, and audits.
- Role of the Marketing Code Authority (MCA) and self-regulatory bodies.
- Practical scenario: preparing for a regulatory inspection.

Day 3: Advanced Applications and Professional Integrity

- Ethical decision-making models: principles, stakeholders, and consequences.
- Handling ethical dilemmas: off-label promotion, data privacy, and inducements.
- Building an ethical culture: leadership, training, and accountability.
- Patient-centric representation: prioritizing patient welfare over sales targets.
- Use of digital media: social media, e-detailing, and data protection (POPIA).
- CPD requirements for pharmaceutical representatives.
- Final assessment: case study analysis and presentation.
- Action plan for ethical excellence: personal and organizational strategies.

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 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 13,900.00	R 13,900.00
1	In-House	R 18,100.00	R 18,100.00
1	On-Campus (Pretoria)	R 20,800.00	R 20,800.00

UPCOMING SESSIONS

Start	End	Method	Venue
24 Aug 2026	26 Aug 2026	On-Campus	Bangkok, Thailand
24 Aug 2026	26 Aug 2026	On-Campus	Durban, South Africa
25 Aug 2026	27 Aug 2026	On-Campus	Victoria Falls, Zimbabwe
25 Aug 2026	27 Aug 2026	On-Campus	Shenzhen, China
26 Aug 2026	28 Aug 2026	On-Campus	Harare, Zimbabwe
26 Aug 2026	28 Aug 2026	On-Campus	Abu Dhabi, UAE
31 Aug 2026	02 Sep 2026	On-Campus	Victoria Falls, Zimbabwe
31 Aug 2026	02 Sep 2026	On-Campus	Shenzhen, China

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 259362) 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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