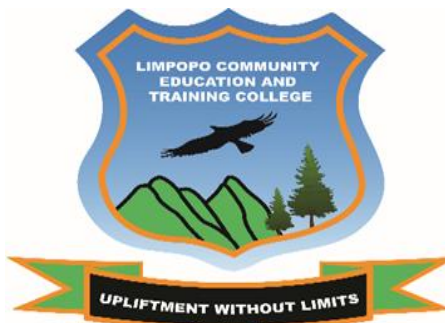




higher education  
& training

Department:  
Higher Education and Training  
REPUBLIC OF SOUTH AFRICA



## LIMPOPO COMMUNITY EDUCATION AND TRAINING COLLEGE MARKETING ACTIVITY PLAN 2025

The Limpopo Community Education and Training (CET) College Marketing Activity Plan outlines our strategic approach to promoting college programmes, raising community awareness, and increasing enrolment. This plan targets NEET (Not in Education, Employment, or Training) individuals, community members, and other stakeholders through marketing blitzes, career awareness campaigns, and stakeholder engagement activities.

No.	Activity	Description	Date	Venue	Stakeholder(s)	Target Audience
1	Marketing Blitz	Distribute college pamphlets to community members and inform them about programmes offered by Limpopo CET College.	18 Aug 2025	Malamulele Taxi Rank & Masingita Crossing	Centre Manager & Lecturers	Community
2	Marketing Blitz – Flyers & Posters	Distribute flyers and posters at complexes, spaza shops,	19 Aug 2025	Giyani CLC, Masingita Mall, Giyani Township, Taxi Rank	Centre Manager & Lecturers	NEET & Community

		taxi ranks, and tribal authorities to promote CET programmes and skills.				
3	Marketing Blitz – Taxi Rank Takeover	Engage and inform the community about CET programmes and skills.	20 Aug 2025	Seshego Circle Centre & Taxi Rank	Centre Manager & Marketing Team	NEET & Community
4	Marketing Blitz – Taxi Rank Takeover	Engage and inform the community about CET programmes and skills.	21 Aug 2025	Limpopo Mall	Marketing Team & Centre Staff	NEET & Community
5	Marketing Blitz	Encourage continuous learning through college presentations.	22 Aug 2025	Helen Franz (Bochum), FNB Plaza, New Complex	Lecturers & Centre Managers	NEET & Community
6	Marketing Blitz	Engage and inform the community about CET programmes and skills.	25 Aug 2025	Thaba Moopo, Lebowakgom o Mall	Staff Members	Community
7	Marketing Blitz	Engage and inform the community about CET programmes and skills.	26 Aug 2025	Jacob Marwale Complex, Taxi Rank & SASSA Office	Staff Members & Marketing Team	NEET & Community
8	Marketing Blitz	Engage and inform the community about CET programmes and skills.	27 Aug 2025	Mapeloana CLC	Staff Members & Marketing Team	NEET & Community
9	Marketing Blitz – Flyers & Posters	Distribute flyers/posters at complexes, spaza shops, taxi ranks, and tribal authorities.	29 Aug 2025	Nelson Skop CLC, Phahladira Mall, Marapong, Lephalale Complex	Staff Members & Marketing Team	NEET & Community

10	Marketing Blitz – Flyers & Posters	Engage and inform the community about CET programmes and skills.	1 Sept 2025	Phomelelo CLC, Taxi Rank	Staff Members & Marketing Team	NEET & Community
11	Marketing Blitz – Flyers & Posters	Engage and inform the community about CET programmes and skills.	2 Sept 2025	Khudutseke CLC, Taxi Rank & Mall	Staff Members & Marketing Team	NEET & Community
12	Marketing Blitz – Flyers & Posters	Engage and inform the community about CET programmes and skills.	3 Sept 2025	OR Tambo CLC	Staff Members & Marketing Team	NEET & Community
13	Marketing Blitz – Flyers & Posters	Engage and inform the community about CET programmes and skills.	5 Sept 2025	Pondo CLC, Lulekani Complex	Staff Members & Marketing Team	NEET & Community
14	Marketing Blitz – Flyers & Posters	Engage and inform the community about CET programmes and skills; prepare for the main event.	11 Sept 2025	Modjadji CLC, Ga-Kgapane Township, Shopping Complex, Taxi Rank	College Marketing Team & Staff Members	NEET & Community
15	National Career Day	Celebrate and raise awareness about CET opportunities. Promote continuous learning through presentations by the College, DHET, SETAs, municipalities, and community leaders.	12 Sept 2025	Modjadji CLC	Dept. of Labour, SASSA, NYDA, Local Municipality, SETAs, Kagiso Trust, Office of the Premier, Basic Education, Correctional	NEET, Community, Unemployed

		Career awareness campaigns.			Services, Public Works, Social Development, Higher Health	
16	Marketing Blitz – Flyers & Posters	Engage and inform the community about CET programmes and skills.	19 Sept 2025	Tshikondeni CLC	Marketing Team & Staff Members	NEET & Community
17	Marketing Blitz – Flyers & Posters	Engage and inform the community about CET programmes and skills.	26 Sept 2025	Musina CLC	Marketing Team & Staff Members	NEET & Community
18	Marketing Blitz – Flyers & Posters	Engage and inform the community about CET programmes and skills.	30 Sept 2025	Bogwasha CLC, Tibane Mall, Tubatse	Marketing Team & Staff Members	NEET & Community
19	Marketing Blitz – Flyers & Posters	Engage and inform the community about CET programmes and skills.	1 Oct 2025	Maphopha CLC	Marketing Team & Staff Members	NEET & Community
20	Marketing Blitz – Flyers & Posters	Engage and inform the community about CET programmes and skills.	2 Oct 2025	Tivumbeni CLC	Marketing Team & Staff Members	NEET & Community
21	Marketing Blitz – Flyers & Posters	Engage and inform the community about CET programmes and skills.	3 Oct 2025	Mageme CLC	Marketing Team & Staff Members	NEET & Community

Machaka VS .....Date 2025/08/14

Deputy Principal Corporate Services