



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

Public Government Communication Management Skills Training

Communication Studies and Language / Communication Studies

Unit Standard 114493 · NQF Level 6 · 7 Credits · 4 Days

COURSE OVERVIEW

This course equips public sector communicators with the skills to manage government communication effectively, ensuring alignment with legislative frameworks and promoting transparency. Participants will learn to develop strategic communication plans, engage stakeholders, and evaluate communication impact in a governance context.

Category	Communication Studies and Language
Subfield	Communication Studies
Unit Standard	114493
Accreditation	SAQA Accredited · NQF Level 6 · 7 Credits
Duration	4 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply relevant legislation and policies to guide public government communication.
- Analyze the communication needs of diverse stakeholders in a government context.
- Design a strategic communication plan for a government initiative.
- Implement communication strategies using appropriate channels and tools.
- Evaluate the effectiveness of government communication interventions.
- Demonstrate ethical and transparent communication practices in the public sector.

WHO SHOULD ATTEND

- Communication officers, public relations practitioners, and managers within South African government departments and municipalities who are responsible for planning, implementing, and monitoring public communication.

COURSE OUTLINE

Day 1: Foundations of Government Communication

- Introduction to government communication management.
- Principles of public sector communication.
- Stakeholder mapping and analysis.
- Legal and ethical frameworks: Constitution, Batho Pele, and relevant legislation.
- Communication in a democratic context.
- Overview of the Government Communication and Information System (GCIS).

Day 2: Strategic Communication Planning

- Elements of a communication strategy.
- Research techniques for audience analysis.
- Formulating communication goals and objectives.
- Message development and framing.
- Channel selection and media planning.
- Budgeting and resource management.
- Monitoring and evaluation frameworks.

Day 3: Media Relations and Crisis Communication

- Building relationships with journalists.
- Writing for the media: press releases and media advisories.
- Media interview techniques and spokesperson training.
- Press conference management.
- Crisis communication planning and response.
- Case studies of government crises.
- Social media in crisis communication.

Day 4: Implementation and Integration

- Multi-channel communication integration.
- Digital and social media strategies for government.
- Community engagement and participatory communication.
- Evaluation and reporting: measuring communication effectiveness.
- Ethical decision-making in government communication.
- Final project: developing a communication plan.
- Presentation and peer feedback.

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 **7 NQF credits** at **NQF Level 6**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 22,600.00	R 22,600.00
1	In-House	R 29,300.00	R 29,300.00
1	On-Campus (Pretoria)	R 33,900.00	R 33,900.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	13 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	13 Aug 2026	On-Campus	Abu Dhabi, UAE
10 Aug 2026	13 Aug 2026	On-Campus	Pretoria, South Africa
10 Aug 2026	13 Aug 2026	On-Campus	Dubai, UAE
10 Aug 2026	13 Aug 2026	On-Campus	Cape Town, South Africa
10 Aug 2026	13 Aug 2026	On-Campus	Mauritius
18 Aug 2026	21 Aug 2026	On-Campus	Dubai, UAE
18 Aug 2026	21 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 114493) 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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