



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

Multi Media Communication Strategy Planning Training

Communication Studies and Language / Communication Studies

Unit Standard 117550 · NQF Level 5 · 10 Credits · 7 Days

COURSE OVERVIEW

This course equips learners with the skills to plan and develop multi-media communication strategies that align with organizational goals. Participants will learn to analyze target audiences, select appropriate media channels, and evaluate the effectiveness of communication campaigns. The course integrates strategic thinking with practical media planning to enhance corporate communication impact.

Category	Communication Studies and Language
Subfield	Communication Studies
Unit Standard	117550
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

- Analyze the communication needs of an organization and its stakeholders to inform strategy development.
- Design a comprehensive multi-media communication strategy that integrates traditional and digital media channels.
- Select and justify appropriate media platforms based on target audience demographics and campaign objectives.
- Implement a communication strategy plan, including resource allocation, timelines, and risk management.
- Evaluate the effectiveness of a multi-media communication campaign using quantitative and qualitative metrics.
- Demonstrate ethical and legal compliance in multi-media communication, including copyright and data protection.

WHO SHOULD ATTEND

- Marketing managers, communication officers, and professionals responsible for planning and executing multi-media communication strategies in corporate or public sector environments.

COURSE OUTLINE

Day 1: Foundations of Multimedia Communication Strategy

- Introduction to multimedia communication: definitions and scope.
- The strategic communication framework: vision, mission, and objectives.
- Overview of multimedia channels: print, broadcast, digital, and social media.
- Audience segmentation and persona development.
- Legal frameworks: POPIA, copyright, and broadcasting codes.
- Ethical principles in multimedia communication.
- Case study: Successful multimedia campaigns.
- Group discussion: Identifying communication challenges in South African contexts.

Day 2: Strategic Planning and Research Methods

- Research methodologies: qualitative and quantitative approaches.
- Situational analysis: SWOT and PESTLE frameworks.
- Setting SMART objectives: specific, measurable, achievable, relevant, time-bound.
- Developing a communication strategy blueprint.
- Identifying target audiences and stakeholder mapping.
- Introduction to KPIs and metrics for multimedia.
- Practical exercise: Conducting a mini situational analysis.
- Review of research tools and resources.

Day 3: Content Creation and Message Design

- Message design principles: clarity, conciseness, and impact.
- Storytelling techniques: narrative structures and emotional appeal.
- Visual communication: colour theory, typography, and imagery.
- Content creation for print, broadcast, and digital media.
- Brand voice and tone guidelines.
- Tools for content creation: Canva, Adobe Spark, and others.
- Practical workshop: Drafting a multimedia message.
- Peer review and feedback session.

Day 4: Digital and Social Media Strategy

- Overview of major social media platforms and their audiences.
- Algorithm basics and content optimisation.
- Organic vs paid strategies: budgeting and ROI.
- Content calendar development: planning and scheduling tools.
- Social media analytics: key metrics and reporting.
- Community management and engagement tactics.
- Crisis communication on social media.
- Practical: Designing a one-month social media plan.

Day 5: Traditional Media and Integrated Campaigns

- Role of traditional media in a digital age.
- Media planning: reach, frequency, and impact.
- Media buying and negotiation basics.
- Creating an integrated campaign: synergy across channels.
- Budgeting for multimedia campaigns.

- Measuring traditional media: ratings, circulation, and listenership.
- Crisis communication strategies for traditional media.
- Case study analysis: Integrated campaign success stories.

Day 6: Evaluation, Metrics, and ROI

- Evaluation frameworks: logic models and balanced scorecards.
- Key metrics for each media channel.
- ROI calculation: costs, benefits, and attribution models.
- Analytics tools: Google Analytics, social media insights, and surveys.
- Data-driven decision making.
- Reporting formats: dashboards and executive summaries.
- Practical: Analysing a campaign dataset.
- Group exercise: Presenting evaluation findings.

Day 7: Practical Integration and Final Project

- Recap of key concepts and lessons learned.
- Final project: Developing a full multimedia communication strategy.
- Presentation skills: pitching your strategy.
- Peer and facilitator feedback sessions.
- Ethical considerations in implementation.
- Professional development: certification and next steps.
- Course evaluation and closing.
- Networking and resource sharing.

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	Cape Town, South Africa
11 Aug 2026	19 Aug 2026	On-Campus	Dubai, UAE
12 Aug 2026	20 Aug 2026	On-Campus	Pretoria, South Africa
13 Aug 2026	21 Aug 2026	On-Campus	Abu Dhabi, UAE
14 Aug 2026	24 Aug 2026	On-Campus	Durban, South Africa
14 Aug 2026	24 Aug 2026	On-Campus	Mauritius
17 Aug 2026	25 Aug 2026	On-Campus	Harare, Zimbabwe
17 Aug 2026	25 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, open the page for this course (Unit Standard 117550) 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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