



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

Tel: +27 12 004 8389 · Mobile: +27 65 077 6310

Email: apply@aaticd.co.za · Website: www.aaticd.co.za

COURSE BROCHURE

Sector Communication Strategy Implementation

Business, Commerce and Management Studies / Public Administration

Unit Standard 242913 · NQF Level 7 · 8 Credits · 5 Days

COURSE OVERVIEW

This course equips learners with the competencies to effectively implement a sector-wide communication strategy within their organisation. Participants will learn to align communication initiatives with strategic objectives, manage stakeholder engagement, and evaluate the impact of communication activities. The course ensures that communication professionals can drive coordinated messaging across diverse sectors.

Category	Business, Commerce and Management Studies
Subfield	Public Administration
Unit Standard	242913
Accreditation	SAQA Accredited · NQF Level 7 · 8 Credits
Duration	5 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Analyse the components of a sector-wide communication strategy to identify implementation requirements.
- Develop an implementation plan that aligns communication activities with strategic goals and stakeholder needs.
- Apply communication tools and channels effectively to disseminate key messages across the sector.
- Monitor and evaluate the implementation process to ensure continuous improvement and alignment with objectives.
- Demonstrate leadership in coordinating cross-functional teams to execute communication initiatives.
- Implement feedback mechanisms to capture stakeholder input and adjust communication strategies accordingly.

WHO SHOULD ATTEND

- This course is designed for communication managers, strategy implementation officers, and sector coordinators responsible for executing communication strategies in public or private sector organisations.
- It is also suitable for team leaders seeking to enhance their strategic communication skills.

COURSE OUTLINE

Day 1: Foundations of Sector Communication Strategy

- Introduction to sector communication strategy.
- Role of communication in sector development.
- Stakeholder identification and mapping.
- Communication environment analysis (PESTLE).
- Components of a communication strategy: goals, messages, channels.
- Case studies of sector communication strategies.

Day 2: Planning and Designing Communication Interventions

- Setting SMART communication objectives.
- Audience segmentation and message tailoring.
- Channel selection: mass media, digital, interpersonal.
- Developing a communication implementation plan.
- Budgeting and resource planning.
- Risk assessment and contingency planning.

Day 3: Implementing Communication Activities

- Project management for communication initiatives.
- Coordination and partnership management.
- Production of communication materials.
- Monitoring and reporting mechanisms.
- Adaptive management and feedback loops.
- Case study: successful implementation.

Day 4: Monitoring, Evaluation, and Reporting

- Indicators and targets for communication.
- Data collection methods: surveys, focus groups, media analysis.
- Data analysis and interpretation.
- Evaluation frameworks (e.g., logic models).
- Reporting structures and formats.
- Lessons learned and recommendations.

Day 5: Integration, Sustainability, and Final Assessment

- Aligning communication with sector policies.
- Sustainability strategies: capacity building, funding.
- Stakeholder engagement for long-term impact.
- Presentation of group projects.
- Final assessment: written test and practical exercise.
- Course wrap-up and 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 **8 NQF credits** at **NQF Level 7**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 26,400.00	R 26,400.00
1	In-House	R 34,400.00	R 34,400.00
1	On-Campus (Pretoria)	R 39,700.00	R 39,700.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	14 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Abu Dhabi, UAE
10 Aug 2026	14 Aug 2026	On-Campus	Pretoria, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Dubai, UAE
10 Aug 2026	14 Aug 2026	On-Campus	Cape Town, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Mauritius
17 Aug 2026	21 Aug 2026	On-Campus	Dubai, UAE
17 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 242913) 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.

Accredited Africa Training Institute for Capacity Development
Unit FO409, Hatfield Plaza, 1122 Burnett St, Hatfield 0028, Pretoria, Gauteng, South Africa
Tel: +27 12 004 8389 · WhatsApp: +27 65 077 6310 · apply@aaticd.co.za · www.aaticd.co.za