



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

Publishing Budget Monitoring for Managers

Communication Studies and Language / Communication Studies

Unit Standard 246512 · NQF Level 5 · 10 Credits · 7 Days

COURSE OVERVIEW

This course equips managers with the skills to effectively monitor and control publishing budgets, ensuring financial accountability and alignment with organisational objectives. Participants will learn to track expenditure, analyse variances, and implement corrective actions to maintain budget discipline.

Category	Communication Studies and Language
Subfield	Communication Studies
Unit Standard	246512
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

- Apply budget monitoring principles to track publishing expenditure against allocated budgets.
- Analyze financial reports to identify variances and trends in publishing costs.
- Evaluate budget performance and recommend corrective actions to address deviations.
- Demonstrate the use of budget monitoring tools and systems for accurate reporting.
- Implement controls to ensure compliance with organisational financial policies.
- Communicate budget status and recommendations to relevant stakeholders.

WHO SHOULD ATTEND

- This course is designed for managers, supervisors, and team leaders in publishing or media environments who are responsible for budget monitoring and reporting.

COURSE OUTLINE

Day 1: Introduction to Budget Monitoring in Publishing

- Overview of publishing value chain and cost centres
- Purpose of budget monitoring for managers
- Roles: finance, editorial, production, marketing
- Budget cycles: annual, quarterly, monthly
- Key terms: variance, forecast, accrual, CAPEX vs OPEX

Day 2: Budget Preparation and Allocation

- Strategic alignment and goal setting
- Cost classification in publishing (e.g., author advances, printing, distribution)
- Zero-based vs incremental budgeting
- Allocating overheads and shared costs
- Budget templates and tools

Day 3: Monitoring Techniques and Variance Analysis

- Monitoring frequency: weekly, monthly, quarterly
- Variance calculation formulas
- Types of variances: volume, price, efficiency
- Root cause analysis of variances
- Corrective action planning and escalation

Day 4: Reporting and Communication

- Report structure: executive summary, variance table, commentary
- Tailoring reports for different audiences
- Tools: Excel, Power BI, publishing ERP systems
- Narrative reporting and storytelling with data
- Governance and audit requirements

Day 5: Forecasting and Reforecasting

- Rolling forecasts vs static budgets
- Quantitative methods: trend analysis, regression
- Qualitative inputs: market conditions, editorial pipeline
- Reforecasting triggers and frequency
- Scenario planning and sensitivity analysis

Day 6: Cost Control and Efficiency in Publishing

- Cost drivers in publishing: production, logistics, marketing
- Negotiation strategies with suppliers and printers
- Lean principles in publishing operations
- Measuring cost efficiency: cost per unit, breakeven analysis
- Budget contingency planning

Day 7: Integration, Review, and Continuous Improvement

- Balanced scorecard linking budget to strategy
- Post-mortem analysis of budget vs actual
- Lessons learned and process improvement
- Audit readiness: documentation and evidence

- Final assessment and action plan

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
07 Aug 2026	17 Aug 2026	On-Campus	Dubai, UAE
10 Aug 2026	18 Aug 2026	On-Campus	Abu Dhabi, UAE
11 Aug 2026	19 Aug 2026	On-Campus	Durban, South Africa
11 Aug 2026	19 Aug 2026	On-Campus	Mauritius
12 Aug 2026	20 Aug 2026	On-Campus	Cape Town, South Africa
13 Aug 2026	21 Aug 2026	On-Campus	Dubai, UAE
14 Aug 2026	24 Aug 2026	On-Campus	Pretoria, South Africa
17 Aug 2026	25 Aug 2026	On-Campus	Durban, 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 246512) 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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