



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

Integrated Development Communication Plans Evaluation

Agriculture and Nature Conservation / Primary Agriculture

Unit Standard 252674 · NQF Level 7 · 20 Credits · 17 Days

COURSE OVERVIEW

This course equips learners with the skills to integrate, coordinate, and evaluate multiple development communication plans within complex extension and development settings. Participants will learn to assess the effectiveness of communication strategies, ensure alignment with organisational goals, and foster stakeholder engagement for sustainable development outcomes.

Category	Agriculture and Nature Conservation
Subfield	Primary Agriculture
Unit Standard	252674
Accreditation	SAQA Accredited · NQF Level 7 · 20 Credits
Duration	17 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Analyse the principles and theories of development communication relevant to complex extension settings.
- Evaluate the integration and coordination of multiple development communication plans to ensure coherence and synergy.
- Design monitoring and evaluation frameworks to assess the impact of development communication initiatives.
- Implement strategies for stakeholder engagement and feedback incorporation in communication plans.
- Demonstrate the ability to adapt communication plans based on evaluation findings and changing contexts.
- Apply ethical and culturally sensitive approaches in development communication evaluation.

WHO SHOULD ATTEND

- This course is designed for extension officers, development practitioners, project managers, and communication specialists involved in designing and implementing development communication plans in complex environments.

COURSE OUTLINE

Day 1: Introduction to Integrated Development Communication Plans

- What is integrated development communication?
- The importance of evaluation in development communication.
- Overview of the evaluation process.
- Stakeholder mapping and engagement.
- Course outcomes and expectations.

Day 2: Theoretical Foundations of Development Communication

- Modernization theory and its critics.
- Dependency theory and alternative paradigms.
- Participatory communication for development.
- The role of culture and context.
- Case studies: South African examples.

Day 3: Planning Integrated Development Communication Strategies

- The communication planning cycle.
- Formulating communication objectives.
- Audience analysis and segmentation.
- Channel selection and mix.
- Budgeting and resource allocation.

Day 4: Monitoring and Evaluation Frameworks

- Introduction to M&E;
- Logical framework analysis.
- Developing process and impact indicators.
- Quantitative vs qualitative data.
- Baseline surveys and endline evaluations.

Day 5: Designing Evaluation Tools for Communication Plans

- Questionnaire design principles.
- Interview and focus group guides.
- Sampling methods: probability and non-probability.
- Pre-testing and refining tools.
- Ethical considerations in data collection.

Day 6: Data Collection for Communication Evaluation

- Fieldwork planning and logistics.
- Conducting interviews and focus groups.
- Administering surveys.
- Using mobile data collection tools.
- Data quality assurance.

Day 7: Quantitative Data Analysis for Evaluation

- Data entry and cleaning.
- Descriptive statistics: mean, median, mode.
- Cross-tabulation and chi-square tests.
- Data visualization.

- Using Excel or SPSS for analysis.

Day 8: Qualitative Data Analysis for Evaluation

- Transcription and data management.
- Coding: open, axial, selective.
- Thematic analysis.
- Triangulation of data sources.
- Software for qualitative analysis.

Day 9: Interpreting Evaluation Results

- Synthesis and triangulation.
- Answering evaluation questions.
- Drawing evidence-based conclusions.
- Identifying gaps and challenges.
- Formulating actionable recommendations.

Day 10: Reporting Evaluation Findings

- Report structure: executive summary, methodology, findings.
- Writing for impact.
- Data visualization best practices.
- Audience-specific reporting.
- Dissemination strategies.

Day 11: Evaluating Communication for Behavior Change

- Behavior change models.
- Evaluating awareness and knowledge.
- Attitude and practice surveys.
- Outcome mapping approach.
- Case studies: health communication.

Day 12: Evaluating Participatory Communication Initiatives

- Principles of participatory evaluation.
- Stakeholder involvement in M&E;
- Community scorecards and citizen report cards.
- Empowerment evaluation.
- Evaluating social capital.

Day 13: Evaluating Communication in Crisis and Emergency

- Crisis communication frameworks.
- Rapid evaluation methods.
- Assessing timeliness and accuracy.
- Coordination evaluation.
- After-action reviews and lessons learned.

Day 14: Evaluating Digital and Social Media Communication

- Social media analytics.
- Web analytics: Google Analytics.
- Measuring engagement and sentiment.
- Digital divide considerations.
- Evaluating online campaigns.

Day 15: Integrating Evaluation into Organizational Learning

- Organizational learning theories.
- Adaptive management.
- Knowledge management systems.
- Learning workshops.
- Building evaluation capacity.

Day 16: Ethics and Quality in Evaluation

- Ethical guidelines for evaluation.
- Informed consent and confidentiality.
- Power relations in evaluation.
- Quality assurance: validity, reliability.
- Cultural competence.

Day 17: Final Project and Course Integration

- Final project presentations.
- Peer review and feedback.
- Integration of theory and practice.
- Course wrap-up and evaluation.
- Certificates and next steps.

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 **20 NQF credits** at **NQF Level 7**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 61,900.00	R 61,900.00
1	In-House	R 80,400.00	R 80,400.00
1	On-Campus (Pretoria)	R 92,800.00	R 92,800.00

UPCOMING SESSIONS

Start	End	Method	Venue
07 Aug 2026	31 Aug 2026	On-Campus	Pretoria, South Africa
07 Aug 2026	31 Aug 2026	On-Campus	Lagos, Nigeria
10 Aug 2026	01 Sep 2026	On-Campus	Durban, South Africa
10 Aug 2026	01 Sep 2026	On-Campus	Mauritius
11 Aug 2026	02 Sep 2026	On-Campus	Cape Town, South Africa
12 Aug 2026	03 Sep 2026	On-Campus	Dubai, UAE
13 Aug 2026	04 Sep 2026	On-Campus	Pretoria, South Africa
14 Aug 2026	07 Sep 2026	On-Campus	Abu Dhabi, 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 252674) 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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