



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

Written and Verbal Communication for Extension and Development

Agriculture and Nature Conservation / Primary Agriculture

Unit Standard 253019 · NQF Level 7 · 15 Credits · 12 Days

COURSE OVERVIEW

This course equips learners with the ability to use written and verbal communication effectively for varied purposes in extension and development contexts. Participants will learn to adapt their communication style to different audiences, purposes, and situations, ensuring clarity and impact in their professional interactions.

Category	Agriculture and Nature Conservation
Subfield	Primary Agriculture
Unit Standard	253019
Accreditation	SAQA Accredited · NQF Level 7 · 15 Credits
Duration	12 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Identify and analyze the purpose and audience for different communication tasks in extension and development.
- Apply appropriate written communication formats (e.g., reports, proposals, newsletters) to convey information clearly.
- Demonstrate effective verbal communication techniques, including active listening and questioning, in group and one-on-one settings.
- Evaluate the effectiveness of own communication and adjust strategies to improve outcomes.
- Design communication materials that are culturally sensitive and accessible to target audiences.
- Implement feedback mechanisms to ensure two-way communication with stakeholders.

WHO SHOULD ATTEND

- Extension officers, development practitioners, field workers, and any professionals who need to communicate effectively with diverse stakeholders in community or agricultural development settings.

COURSE OUTLINE

Day 1: Introduction to Communication in Extension and Development

- Overview of extension and development communication
- Communication models: Shannon-Weaver, Berlo, Schramm
- Barriers to communication: cultural, linguistic, psychological
- Introduction to Unit Standard 253019
- Importance of audience analysis

Day 2: Verbal Communication Skills

- Active listening: techniques and benefits
- Verbal clarity: tone, pace, vocabulary
- Questioning skills: open, closed, probing
- Paraphrasing and summarizing
- Role-play exercises

Day 3: Non-Verbal Communication

- Types of non-verbal communication
- Body language: posture, gestures, proximity
- Facial expressions and eye contact
- Cultural variations in non-verbal cues
- Practical observation exercises

Day 4: Written Communication Basics

- Principles of effective writing
- Grammar and punctuation review
- Structuring paragraphs and sentences
- Tone and formality
- Writing samples analysis

Day 5: Reports and Proposals

- Report structure: introduction, body, conclusion
- Proposal writing: problem statement, objectives, methodology
- Incorporating data: tables, charts, citations
- Formatting and referencing styles
- Drafting practice

Day 6: Letters, Emails, and Memos

- Formal letter structure
- Email etiquette: subject lines, salutations, clarity
- Memo format and purpose
- Netiquette rules
- Drafting and peer review

Day 7: Visual Communication and Presentations

- Principles of visual design
- Creating slides: text, images, graphs
- Using flip charts and handouts
- Presentation software tips

- Practice mini-presentations

Day 8: Group Communication and Facilitation

- Roles of a facilitator
- Group dynamics: stages, roles, norms
- Conflict resolution strategies
- Participatory methods: brainstorming, nominal group
- Facilitation practice

Day 9: Cross-Cultural Communication

- Hofstede's cultural dimensions
- High-context vs low-context cultures
- Language and translation issues
- Building trust across cultures
- Case studies

Day 10: Communication in Extension Programs

- Communication planning frameworks
- Stakeholder analysis and mapping
- Channel selection: face-to-face, mass media, ICT
- Monitoring and feedback mechanisms
- Strategy development workshop

Day 11: Persuasion and Advocacy

- Principles of persuasion: ethos, pathos, logos
- Advocacy strategies
- Handling objections and resistance
- Storytelling techniques
- Role-play advocacy scenarios

Day 12: Integration and Assessment

- Comprehensive review of key concepts
- Integrated practical exercise (e.g., develop a communication plan)
- Peer and facilitator feedback
- Personal action plan
- Course evaluation

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 **15 NQF credits** at **NQF Level 7**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 47,100.00	R 47,100.00
1	In-House	R 61,300.00	R 61,300.00
1	On-Campus (Pretoria)	R 70,700.00	R 70,700.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	25 Aug 2026	On-Campus	Pretoria, South Africa
11 Aug 2026	26 Aug 2026	On-Campus	Abu Dhabi, UAE
12 Aug 2026	27 Aug 2026	On-Campus	Durban, South Africa
12 Aug 2026	27 Aug 2026	On-Campus	Mauritius
13 Aug 2026	28 Aug 2026	On-Campus	Cape Town, South Africa
14 Aug 2026	31 Aug 2026	On-Campus	Dubai, UAE
17 Aug 2026	01 Sep 2026	On-Campus	Abu Dhabi, UAE
18 Aug 2026	02 Sep 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 253019) 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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