



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

Effective Communication Plan Management in Extension

Agriculture and Nature Conservation / Primary Agriculture

Unit Standard 253023 · NQF Level 6 · 15 Credits · 12 Days

COURSE OVERVIEW

This course equips learners with the skills to design, implement, and monitor an effective communication plan within extension and development contexts. Participants will learn to tailor communication strategies to simple settings, ensuring stakeholder engagement and information flow. The course emphasizes practical application in agricultural or community development environments.

Category	Agriculture and Nature Conservation
Subfield	Primary Agriculture
Unit Standard	253023
Accreditation	SAQA Accredited · NQF Level 6 · 15 Credits
Duration	12 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply communication principles to design a plan for extension and development activities.
- Implement the communication plan using appropriate channels and resources.
- Monitor and evaluate the effectiveness of the communication plan against objectives.
- Identify and address barriers to effective communication in simple settings.
- Demonstrate stakeholder engagement strategies within the communication plan.
- Analyze feedback to improve future communication plans.

WHO SHOULD ATTEND

- Extension officers, community development workers, and project coordinators who need to manage communication plans in rural or simple development settings.
- This course is also suitable for supervisors overseeing extension programs.

COURSE OUTLINE

Day 1: Foundations of Communication in Extension

- Overview of extension communication
- Communication models (Shannon-Weaver, Berlo)
- Audience segmentation and analysis
- Barriers: cultural, language, literacy, noise
- Principles of clear messaging

Day 2: Communication Planning Frameworks

- Communication planning cycle (RACE, PPRR)
- Situation analysis tools (SWOT, PESTLE)
- Formulating SMART objectives
- Stakeholder mapping and engagement
- Resource assessment

Day 3: Message Design and Channels

- Message framing and key messages
- Channel selection: face-to-face, mass media, digital
- Cultural competence in communication
- Plain language writing
- Visual communication basics

Day 4: Developing a Communication Plan

- Components of a communication plan
- Activity scheduling (Gantt charts)
- Roles and responsibilities matrix
- Budgeting for communication
- M&E; indicators and data collection

Day 5: Facilitation and Presentation Skills

- Facilitation methods (brainstorming, focus groups)
- Presentation skills (voice, body language, visuals)
- Question handling and active listening
- Adapting to adult learners
- Managing difficult conversations

Day 6: Digital and Social Media in Extension

- Digital communication platforms
- Social media for extension (WhatsApp, Facebook, Twitter)
- Content creation basics
- Digital divide and inclusivity
- Online community management

Day 7: Monitoring and Evaluation of Communication

- M&E; frameworks (logic models, theory of change)
- Data collection methods (surveys, interviews)
- Data analysis and interpretation
- Reporting and learning loops

- Adaptive management

Day 8: Stakeholder Engagement and Partnerships

- Stakeholder analysis (power-interest grid)
- Partnership building principles
- Conflict resolution in stakeholder relations
- Collaborative communication strategies
- Case studies of successful partnerships

Day 9: Crisis and Risk Communication

- Crisis communication models (CERC)
- Risk perception and communication
- Crisis plan components
- Spokesperson training
- Handling media during crises

Day 10: Communication for Behavior Change

- Behavior change theories (Transtheoretical, Health Belief)
- Diffusion of innovations
- Social marketing mix
- Campaign design and pretesting
- Measuring behavior change

Day 11: Advanced Communication Plan Management

- Integrated communication planning
- Campaign management tools
- Team coordination and delegation
- Ethics in communication (privacy, consent)
- Scaling and sustainability

Day 12: Final Integration and Presentation

- Plan presentation and critique
- Peer feedback session
- Personal action planning
- Course evaluation
- Certification 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 **15 NQF credits** at **NQF Level 6**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 45,100.00	R 45,100.00
1	In-House	R 58,600.00	R 58,600.00
1	On-Campus (Pretoria)	R 67,600.00	R 67,600.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	25 Aug 2026	On-Campus	Cape Town, South Africa
11 Aug 2026	26 Aug 2026	On-Campus	Dubai, UAE
12 Aug 2026	27 Aug 2026	On-Campus	Pretoria, South Africa
13 Aug 2026	28 Aug 2026	On-Campus	Abu Dhabi, UAE
14 Aug 2026	31 Aug 2026	On-Campus	Durban, South Africa
14 Aug 2026	31 Aug 2026	On-Campus	Mauritius
17 Aug 2026	01 Sep 2026	On-Campus	Harare, Zimbabwe
17 Aug 2026	01 Sep 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 253023) 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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