



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

Advanced Extension Theories and Policy Evaluation

Agriculture and Nature Conservation / Primary Agriculture

Unit Standard 253024 · NQF Level 7 · 20 Credits · 17 Days

COURSE OVERVIEW

This advanced course equips extension practitioners with the skills to critically evaluate and integrate diverse extension theories, approaches, tools, and policies within complex agricultural and rural development settings. Participants will learn to select appropriate frameworks, assess their effectiveness, and apply them to real-world challenges, enhancing their ability to drive sustainable change.

Category	Agriculture and Nature Conservation
Subfield	Primary Agriculture
Unit Standard	253024
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

- Critically evaluate a range of extension theories and approaches for applicability in complex settings.
- Integrate multiple extension tools and methods to design context-specific interventions.
- Analyze the impact of agricultural and rural development policies on extension practice.
- Apply systems thinking to assess interactions between theory, policy, and practice.
- Develop evidence-based recommendations for improving extension effectiveness.
- Demonstrate advanced skills in facilitating participatory learning and adaptive management.

WHO SHOULD ATTEND

- Extension officers, agricultural advisors, rural development managers, and policy analysts who have foundational knowledge of extension principles and seek to deepen their expertise in complex, multi-stakeholder environments.

COURSE OUTLINE

Day 1: Foundations of Extension Theory

- History of agricultural extension
- Core concepts: innovation, adoption, diffusion
- Principles of adult learning
- Overview of extension models: T&V, FFS, PRA
- Role of extension in policy implementation

Day 2: Behavioural Change Theories

- Diffusion of Innovations (Rogers)
- Theory of Planned Behaviour
- Health Belief Model
- Stages of Change Model
- Social Learning Theory
- Barriers to adoption
- Strategies for behaviour change

Day 3: Communication Models in Extension

- Shannon-Weaver model
- Berlo's SMCR model
- Two-step flow theory
- Participatory communication
- Feedback mechanisms
- Use of ICT in extension
- Cross-cultural communication

Day 4: Participatory Approaches and Methods

- Levels of participation
- PRA tools: mapping, ranking, calendars
- Focus group discussions
- Farmer-led extension
- Gender-sensitive approaches
- Ethical considerations

Day 5: Extension Programme Planning

- Needs assessment methods
- Problem tree analysis
- Logical framework (LogFrame)
- Theory of Change
- Stakeholder analysis
- Resource mobilisation

Day 6: Monitoring and Evaluation Frameworks

- M&E; terminology
- Indicator development
- Quantitative vs qualitative data
- Data collection tools: surveys, interviews

- Participatory M&E;
- Reporting and feedback loops

Day 7: Policy Analysis and Formulation

- Policy cycle: agenda-setting, formulation, implementation
- Stakeholder mapping
- Policy instruments: regulations, subsidies, taxes
- Policy coherence and alignment
- Case studies: SA agricultural policy

Day 8: Policy Implementation and Governance

- Implementation theory
- Institutional capacity
- Decentralisation and devolution
- Public-private partnerships
- Corruption and accountability
- Monitoring implementation

Day 9: Impact Evaluation Methods

- Impact evaluation vs M&E;
- Counterfactual and causality
- Randomised control trials
- Difference-in-differences
- Propensity score matching
- Instrumental variables
- Ethical considerations

Day 10: Quantitative Data Analysis for Policy

- Descriptive statistics
- Hypothesis testing
- Linear regression
- Logistic regression
- Introduction to STATA/R
- Data visualisation

Day 11: Qualitative and Mixed Methods

- Qualitative research design
- In-depth interviews
- Focus group facilitation
- Thematic analysis
- Grounded theory
- Mixed methods approaches
- Triangulation

Day 12: Cost-Benefit and Economic Analysis

- CBA fundamentals
- Discounting and NPV
- Internal rate of return
- Sensitivity analysis

- Economic surplus model
- Case studies

Day 13: Policy Briefs and Advocacy

- Structure of a policy brief
- Writing for non-technical audiences
- Advocacy campaigns
- Stakeholder engagement
- Media and communication

Day 14: Case Studies in Extension Policy

- Case study: Comprehensive Agricultural Support Programme (CASP)
- Case study: Fetsa Tlala
- International comparisons: India, Brazil
- Lessons learned
- Best practices

Day 15: Innovation Systems and Scaling Up

- Agricultural Innovation Systems (AIS)
- Scaling up vs scaling out
- Public-private partnerships
- Value chain approaches
- Technology transfer
- Enabling environments

Day 16: Ethics and Professional Practice

- Ethical frameworks
- Informed consent
- Confidentiality
- Conflicts of interest
- Professional codes of conduct
- Cultural sensitivity

Day 17: Integration and Capstone Project

- Review of key concepts
- Capstone project: design an evaluation
- Peer presentations
- Feedback sessions
- Action planning for application

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
10 Aug 2026	01 Sep 2026	On-Campus	Abu Dhabi, UAE
11 Aug 2026	02 Sep 2026	On-Campus	Durban, South Africa
11 Aug 2026	02 Sep 2026	On-Campus	Mauritius
12 Aug 2026	03 Sep 2026	On-Campus	Cape Town, South Africa
13 Aug 2026	04 Sep 2026	On-Campus	Dubai, UAE
14 Aug 2026	07 Sep 2026	On-Campus	Pretoria, South Africa
17 Aug 2026	08 Sep 2026	On-Campus	Durban, South Africa
18 Aug 2026	09 Sep 2026	On-Campus	Shenzhen, China

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 253024) 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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