

Comms Intensive Africa

Course One – Strategic Communications



Course Overview

This course will teach you the rudiments of creating a communications strategy that is aligned with the overall objectives of your organisation.

By the end of the course, you'll know how to leverage strategic communications to solve business problems and become a trusted advisor in your organisation.

Duration: Five weeks.

Start Date: Saturday 22nd February, 2025

Topics Covered

- The Foundation for an Effective Communications Strategy
- The Communications Planning Process
- Becoming a Trusted Advisor
- KPIs, Metrics and Measurement

Course Format: Virtual classes and pre-recorded sessions. Virtual classes will take place on Zoom on **Saturdays by 9am GMT+1** and the **duration for each class is three hours.**



Course Fee

N400,000/ \$425

*Early Bird Discount of 15% available if you register and make your payment before **Friday 17th January, 2025.***

Register:

bit.ly/CommsIntensiveAfrica