



MASTERSTART



Delivered 100% online



4 – 6 learning hours per week



8 weeks

ada school of
advertising

Business Communication

Transform your communication to inspire and align your organisation

Effective communication drives success. Business Communication empowers you with the tools to select the right channels, craft impactful messages and engage diverse stakeholders. Enhance your ability to communicate strategically, align your team and achieve organisational goals.

What will you learn?



Selecting effective channels

Choosing the right channel makes all the difference. Learn to evaluate and select communication methods that maximise clarity and impact, tailored to your objectives.



Crafting high-impact messages

Powerful messages inspire action. Develop the ability to create persuasive, engaging and results-driven communication that achieves your goals.



Modelling effective communication

Leading by example sets the standard for communication excellence. Demonstrate and promote effective communication behaviours to inspire confidence and collaboration within your organisation.



Cross-cultural understanding

Cultural dynamics shape global business success. Adapt your communication style to foster inclusivity, build stronger relationships and ensure your messages resonate across diverse teams.



Results management

Clear communication drives measurable results. Align your messaging with organisational priorities to motivate and engage teams, ensuring consistent performance and goal achievement.



Strategic implementation

Effective communication plans support business initiatives. Create and deliver objectives, messages and timelines that align teams with organisational strategies.

Contact Us



+27 21 201 1167



register@masterstart.com



www.masterstart.com



Certificate of
Competence

Course outline

 6 Collaborative Learning Sessions



WEEK 1

Orientation

Meet your Industry Expert, Learner Success Coach and other learners



WEEK 2

Module 1

Business communication fundamentals

Apply core communication principles to align teams with organisational goals



WEEK 3

Module 2

Effective communication for business implementation

Design communication strategies that support business initiatives



WEEK 4

Module 3

Selecting the right communication channels

Evaluate and choose the most effective communication channels for your goals



WEEK 5

Module 4

High-impact communication

Craft persuasive, clear and engaging messages that drive results



WEEK 6

Module 5

Cross-cultural communication

Adapt communication styles to foster collaboration in diverse settings



WEEK 7

Module 6

Results-oriented communication

Align communication with business objectives to drive organisational success



WEEK 8

Assessment

Communication Plan

Who is this course for?

This course is ideal for professionals who want to refine their communication skills, adapt to diverse contexts and drive organisational success through clear and strategic messaging.

The learning experience

MasterStart courses are developed to provide a learning experience that builds competence and professional confidence. This unique online learning approach means you will:



Enjoy full learning support for your course, in the form of a dedicated team of an Industry Expert, Learner Success Coach and Learner Support Coordinator.



Learn from a mix of self-paced study modules, quizzes and interactive activities.



Access resources, audio notes and a community chat for additional support and discussion.



Engage in collaborative learning sessions to apply what you've learned in practical ways.

All MasterStart courses are aligned to Category-B of the B-BBEE Skills Development matrix.

Contact Us



+27 21 201 1167



register@masterstart.com



www.masterstart.com



Certificate of Competence