MAGNA SKILLS DEVELOPMENT INSTITUTE

Capacity Building • Professional Training • Organisational Development

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Course Profile Document

Public Relations, Sales and Marketing

Sales & Marketing Management

Prepared as a professional course profile for delegate review, sponsorship approval and organisational training planning.

COURSE CODE	DELIVERY	DURATION	PREPARED FOR
MSD2716	**Online / Face-to-Face**	**Flexible**	**Organisation Approval**

Register for this Course **View Online Course Page**

Course Overview

Embark on a dynamic journey with Magna Skills through our Sales & Marketing Management course. This comprehensive program is designed to empower professionals with the knowledge and strategic skills required to excel in the competitive realm of sales and marketing.

Delve into the latest industry trends, hone your leadership abilities, and learn the intricacies of effective sales and marketing strategies. Led by seasoned experts, this course will equip you with the tools to drive revenue, build compelling brand narratives, and navigate the ever-evolving landscape of sales and marketing.

Course Outcomes

Upon completion of the course, participants will be able to:

1. Understand the fundamentals of sales and marketing management.
2. Develop and implement effective sales strategies.
3. Craft compelling marketing campaigns that resonate with target audiences.
4. Utilize digital marketing tools and platforms for maximum impact.
5. Analyze market trends and make data-driven decisions.
6. Build and lead high-performing sales and marketing teams.

Course Outline / Curriculum

Module 1: Fundamentals of Sales & Marketing Management

- Overview of sales and marketing in the contemporary business landscape
- Key principles and concepts in sales and marketing management
- Role of sales and marketing in organizational success

Module 2: Strategic Sales Planning

- Developing a sales strategy aligned with organizational goals
- Customer segmentation and targeting
- Sales forecasting and budgeting

Module 3: Effective Marketing Campaigns

- Crafting a compelling brand story
- Developing and executing successful marketing campaigns
- Integrated marketing communication strategies

Module 4: Digital Marketing in the Modern Era

- Leveraging digital platforms for marketing success
- Social media marketing strategies
- Search engine optimization (SEO) and online advertising

Module 5: Market Analysis and Data-Driven Decision Making

- Conducting market research and analysis
- Utilizing data for informed decision-making
- Monitoring and adapting to market trends

Module 6: Building and Leading High-Performing Teams

- Recruiting and training sales and marketing professionals
- Motivating and managing diverse teams
- Leadership skills for success in sales and marketing

Assessment: Participants will be assessed through quizzes, assignments, and a capstone project where they will develop a comprehensive sales and marketing plan for a hypothetical product or service.

Certification: Upon successful completion of the course, participants will receive a certification from Magna Skills in Sales & Marketing Management. This certification is a testament to your expertise in driving business growth through strategic sales and marketing initiatives.

Target Audience

Sales & Marketing Management

Key Course Benefits

Work-Ready Skills

Delegates leave with practical tools, templates and methods they can apply immediately at work.

Better Institutional Results

The programme supports stronger planning, reporting, compliance, accountability and service delivery.

Sponsor-Friendly

This document is designed to help supervisors, HR units and sponsors approve delegate participation quickly.

Professional Recognition

Delegates receive training documentation and a certificate of completion after successful participation.

Our Training Centres & Delivery Options

Magna Skills offers flexible delivery through face-to-face training centres across Africa and beyond, plus Online / E-Learning for delegates who prefer remote participation.

Southern Africa

Practical training destinations with strong travel access and delegate support.

- Pretoria, South Africa
- Vic Falls, Zimbabwe
- Livingstone, Zambia

East Africa

Popular regional centres for government, NGO and donor-funded project teams.

- Kigali, Rwanda
- Kampala, Uganda
- Nairobi
- Zanzibar, Tanzania

West Africa & Islands

Strategic locations for regional networking and executive capacity building.

- Accra, Ghana
- Port Louis, Mauritius

International Executive Venue

Premium destination training for senior teams and international delegates.

- Dubai, United Arab Emirates

Online / E-Learning

Attend from anywhere through live online, blended or self-paced learning options.

- Online, E-Learning
- Remote Teams
- Flexible

Organisation-Based Training

Magna Skills can also arrange dedicated in-house training for ministries, NGOs and companies.

- Onsite
- Custom Dates
- Group Training

Ready to Nominate Delegates?

Use the links below to register, review the live course page or contact Magna Skills for organisation-based training

support.

Register / Apply Online | **View Full Course Page**

About Magna Skills

Magna Skills Development Institute provides practical capacity building programmes for government departments, NGOs, public institutions, donor-funded projects and private sector professionals across Africa. Our training approach combines expert facilitation, real workplace case studies, practical tools, post-training support and professional documentation that helps organisations strengthen staff performance and service delivery.

Government Training | NGO Capacity Building | Corporate Workshops | Online Learning | Face-to-Face Training | Certifica

Approval & Authorisation Form

This section may be completed by the organisation, department, HR office, finance office or sponsor approving delegate participation. It can be attached to an internal memo, procurement request or training approval submission.

Organisation / Department	
Delegate Name(s)	
Approved Course	Sales & Marketing Management
Preferred Delivery Mode	☐ Online ☐ Face-to-Face ☐ Organisation-Based Training
Preferred Training Venue /Date	
Estimated Number ofDelegates	
Budget / Vote Number	
Contact Person	
Email / Mobile	

Authorised Name _____ Signature / Stamp _____ Date _____