MAGNA SKILLS DEVELOPMENT INSTITUTE

Capacity Building • Professional Training • Organisational Development

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Course Profile Document

Public Relations, Sales and Marketing

Strategic Marketing Management

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

COURSE CODE	DELIVERY	DURATION	PREPARED FOR
MSD2722	**Online / Face-to-Face**	**Flexible**	**Organisation Approval**

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

Course Overview

The **Strategic Marketing Management course by Magna Skills** is designed to develop participants' ability to make informed, market-driven decisions that enhance organizational performance in today's dynamic environment. This practical and highly interactive course focuses on equipping business professionals, managers, NGO leaders, government officials, and entrepreneurs with the knowledge and tools to design and implement effective marketing strategies that align with organizational goals.

Through real-world case studies, group discussions, and hands-on exercises, participants will learn how to conduct market analyses, create value-driven marketing plans, manage brands, leverage digital platforms, and measure marketing success. Whether operating in the private sector, government, or non-profit organizations, this course ensures that delegates leave with actionable skills and a strategic marketing mindset.

Magna Skills, a leading provider of professional development programs across Africa, offers this course as part of its commitment to building capacity in leadership, management, and business excellence.

Course Outcomes

- Upon completion of this course, delegates will be able to:

  1.

Understand Strategic Marketing Concepts:
Comprehend the principles, scope, and importance of strategic marketing in different organizational contexts.

2. **Conduct Effective Market and Environmental Analyses:**
Apply analytical frameworks (such as SWOT, PESTEL, and Porter's Five Forces) to assess market opportunities and threats.

3. **Design Customer-Centric Marketing Strategies:**
Use market segmentation, targeting, and positioning to develop strategies that meet customer needs and generate value.

4. **Develop and Manage Competitive Marketing Plans:**
Formulate integrated marketing strategies covering product development, pricing, distribution, promotion, and digital channels.

5. **Evaluate Marketing Performance and ROI:**
Monitor and measure marketing activities to ensure they deliver results aligned with organizational objectives.

Course Outline / Curriculum

1. **Introduction to Strategic Marketing Management**
   - Magna Skills approach to practical marketing training
   - Differences between strategic and tactical marketing
   - The role of marketing strategy in organizational success

2. **Analyzing the Marketing Environment**
   - Understanding external forces (PESTEL framework)
   - Industry and competitive analysis using Porter's Five Forces
   - Internal organizational audit

3. **Understanding Customer and Market Insights**
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- Consumer behavior models
- Market research techniques for strategic decision-making
- B2B vs. B2C marketing considerations

4. **Segmentation, Targeting & Positioning (STP) for Competitive Advantage**
   - Methods of market segmentation
   - Criteria for selecting target markets
   - Crafting effective positioning strategies

5. **Building and Managing Brands**
   - Principles of brand strategy development
   - Managing brand equity
   - Real-life African and global brand success stories

6. **Developing the Strategic Marketing Mix (7Ps)**
   - Product, Price, Place, Promotion
   - People, Processes, Physical Evidence (for service industries)
   - Balancing the mix for different market segments

7. **Digital Marketing and Technology in Strategic Marketing**
   - Integrating digital channels into the marketing strategy
   - Social media marketing for organizational visibility
   - Measuring digital marketing success (KPIs and analytics)

8. **Creating and Implementing a Strategic Marketing Plan**
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- Components of an effective marketing plan
- Budgeting, resource allocation, and risk management
- Implementation challenges and solutions

9. **Measuring and Controlling Marketing Performance**
   - Key Marketing Metrics (Sales, Market Share, ROI)
   - Marketing audits and control systems
   - Adjusting strategies based on performance reviews

10. **Emerging Trends in Strategic Marketing Management**
    - Sustainable and ethical marketing practices
    - The impact of AI, data analytics, and automation
    - Global marketing strategies for organizations expanding into African and international markets

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Why Choose Magna Skills for this Course?

- **Industry-Relevant Content:** Designed to reflect current trends, technologies, and challenges in marketing.
- **Experienced Facilitators:** Trainers with hands-on marketing experience in Africa and beyond.
- **Practical Learning:** Real-life case studies and group assignments to ensure application of knowledge.
- **Networking Opportunities:** Meet and connect with fellow professionals from government, NGOs, and private sector organizations.
- **Post-Training Support:** Access to resources, templates, and consultation from Magna Skills after the course.

Target Audience

This program is designed for marketing managers and those in general management positions in large established companies who need a deeper understanding of the marketing function. It is particularly appropriate for vice presidents, directors, and managers in marketing, finance, and operations who are looking to make a greater contribution to the customer value creation process.

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
- Nairob
- 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
- Flexib

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	Strategic 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