

**Public Relations, Sales and Marketing**

# Advertising and Brand Management

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

COURSE CODE

**MSD2726**

DELIVERY

**Online / Face-to-Face**

DURATION

**Flexible**

PREPARED FOR

**Organisation Approval**[Register for this Course](#)[View Online Course Page](#)

## Course Overview

Magna Skills is thrilled to present the Advertising and Brand Management course, designed to equip participants with the knowledge and skills needed to excel in the dynamic field of advertising and brand development. This program covers essential concepts in advertising strategy, creative execution, and brand management to create impactful and memorable brand experiences.

## Course Outcomes

Upon completion of the course, participants will:

- Advertising Strategy and Planning:**
  - Develop effective advertising strategies aligned with business objectives.
  - Understand the role of market research in shaping advertising plans.
- Creative Execution in Advertising:**
  - Learn the principles of creative execution for impactful advertising campaigns.
  - Understand the integration of visual and verbal elements in advertising.
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### **Media Planning and Buying:**

- Gain insights into media planning and buying strategies.
- Understand how to select the most appropriate media channels for advertising campaigns.

4.

### **Brand Development and Positioning:**

- Explore strategies for brand development and positioning.
- Understand the importance of brand consistency across various touchpoints.

5.

### **Digital Advertising and Social Media Management:**

- Navigate the landscape of digital advertising and social media.
- Develop strategies for effective online brand presence.

6.

### **Measuring Advertising Effectiveness:**

- Understand key metrics and methods for measuring advertising effectiveness.
- Evaluate the success of advertising campaigns and make data-driven decisions.

## **Course Outline / Curriculum**

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## **Module 1: Advertising Strategy and Planning**

- Principles of effective advertising strategies
- Role of market research in shaping advertising plans

## **Module 2: Creative Execution in Advertising**

- Principles of creative execution in advertising campaigns
- Integration of visual and verbal elements in advertising

## **Module 3: Media Planning and Buying**

- Insights into media planning and buying strategies
- Selecting appropriate media channels for advertising campaigns

## **Module 4: Brand Development and Positioning**

- Strategies for brand development and positioning
- Importance of brand consistency across touchpoints

## **Module 5: Digital Advertising and Social Media Management**

- Navigating digital advertising and social media
- Strategies for effective online brand presence

## **Module 6: Measuring Advertising Effectiveness**

- Key metrics and methods for measuring advertising effectiveness
- Evaluating the success of advertising campaigns

**4. Who Can Attend:** This course is suitable for marketing professionals, brand managers, advertising executives, and individuals interested in pursuing a career in advertising and brand management, including but not limited to:

- Marketing Managers
- Brand Managers
- Advertising Executives
- Marketing Communication Specialists
- Digital Marketing Professionals

**5. Delivery Format:** The Advertising and Brand Management course, offered by Magna Skills, will be delivered through a mix of interactive lectures, case studies, group discussions, and hands-on exercises. Participants will have the opportunity to work on real-world scenarios to apply theoretical knowledge. Additionally, guest speakers with expertise in advertising and brand management may be invited to share insights and practical experiences.

## Target Audience

- Data analysis of consumer trends, industry trends and market trends
- Collecting information from relevant sources
- Interpreting data to discern its meaning for others
- Working with computers and computer systems

## 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 Flexit

### 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](#)

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## 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.

<b>Organisation / Department</b>	
<b>Delegate Name(s)</b>	
<b>Approved Course</b>	Advertising and Brand Management
<b>Preferred Delivery Mode</b>	<input type="checkbox"/> Online <input type="checkbox"/> Face-to-Face <input type="checkbox"/> Organisation-Based Training
<b>Preferred Training Venue /Date</b>	
<b>Estimated Number ofDelegates</b>	
<b>Budget / Vote Number</b>	
<b>Contact Person</b>	
<b>Email / Mobile</b>	

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Authorised Name

Signature / Stamp

Date

Prepared by Magna Skills Development Institute | Training Coordinator: Denis Wunganayi

Register: <https://www.magnaskills.com/applyadd?c=2726> | Course Page: <https://www.magnaskills.com/course/2726> | WhatsApp: +27 63 007 9022

This document is intended to support course review, sponsorship approval, delegate nomination and organisational training planning.