MAGNA SKILLS DEVELOPMENT INSTITUTE

Capacity Building • Professional Training • Organisational Development

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Course Profile Document

Public Relations, Sales and Marketing

Broadcast & Media Communications

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

COURSE CODE	DELIVERY	DURATION	PREPARED FOR
MSD2790	**Online / Face-to-Face**	**Flexible**	**Organisation Approval**

Register for this Course

View Online Course Page

Course Overview

The Broadcast & Media Communications course offered by Magna Skills is designed to provide students with a comprehensive understanding of the dynamic world of broadcasting and media. In this course, students will explore the various facets of media communication, including radio, television, digital media, and emerging technologies.

Through a combination of theoretical knowledge and practical skills, students will develop the expertise needed to excel in the field of media communication.

Course Outcomes

Upon completion of the Broadcast & Media Communications course, students will be able to:

1. Understand the history, evolution, and impact of broadcasting and media communication.
2. Develop effective communication skills for broadcasting, including writing, presentation, and on-air presence.
3. Gain hands-on experience in operating media equipment, including cameras, microphones, and broadcasting software.
4. Analyze the ethical and legal considerations in media communication, including copyright and privacy issues.
5. Produce professional-quality media content, such as radio shows, television programs, and online videos.
6. Evaluate and adapt to emerging trends and technologies in the ever-evolving media landscape.
7. Collaborate with a team and manage projects in a media production environment.
8. Explore career opportunities in broadcasting and media communication and develop a career plan.

Course Outline / Curriculum

Module 1: Introduction to Media Communication

- History and evolution of broadcasting and media
- Role and impact of media in society
- Media literacy and critical thinking

Module 2: Communication Skills for Media

- Effective writing for media
- Public speaking and on-air presentation
- Interviewing and reporting techniques
- Voice modulation and diction

Module 3: Media Equipment and Technology

- Operation of cameras, microphones, and other media equipment
- Video and audio editing software
- Studio and field production techniques

Module 4: Ethical and Legal Considerations

- Copyright, fair use, and intellectual property
- Privacy, defamation, and libel issues
- Media regulations and standards

Module 5: Media Content Production

- Radio production and scripting
- Television program development and production
- Online content creation and distribution

Module 6: Emerging Trends in Media Communication

- Social media and digital platforms
- Podcasting and streaming services
- Virtual reality and augmented reality in media

Module 7: Team Collaboration and Project Management

- Team dynamics and roles in media production
- Project planning and execution
- Effective communication in a media production team

Module 8: Career Exploration and Development

- Job opportunities in broadcasting and media
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Resume and portfolio development

- Networking and career advancement strategie

Target Audience

- Radio or Television Presenter / Broadcaster
- News Reader or Editor
- Radio or Television Producer
- Sound Engineer
- Advertising or Sales Executive
- Promotions Coordinator
- Marketing and Promotions Practitioner
- Video Production Practitioner
- Public Relations Practitioner
- Journalist
- Animation Producer or Animator
- Graphic Designer
- Record Company Recruiter and Administrator
- Programme Administrator

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
- 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	Broadcast & Media Communications
Preferred Delivery Mode	☐ Online ☐ Face-to-Face ☐ Organisation-Based Training
Preferred Training Venue / Date	
Estimated Number of Delegates	
Budget / Vote Number	
Contact Person	
Email / Mobile	

Authorised Name _____ Signature / Stamp _____ Date _____