MAGNA SKILLS DEVELOPMENT INSTITUTE

Capacity Building • Professional Training • Organisational Development

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Course Profile Document

Public Relations, Sales and Marketing

Internet Marketing Fundamentals

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

COURSE CODE	DELIVERY	DURATION	PREPARED FOR
MSD2935	**Online / Face-to-Face**	**Flexible**	**Organisation Approval**

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

Course Overview

Magna Skills presents the Internet Marketing Fundamentals course, designed to equip participants with essential knowledge and skills in online marketing. This course covers the core concepts and strategies of digital marketing, including search engine optimization (SEO), social media marketing, content marketing, email marketing, and web analytics. Participants will learn how to create effective online marketing campaigns, measure their success, and adapt strategies to achieve their business goals in the digital landscape.

Course Outcomes

- **Understand the Basics of Internet Marketing:**
  - Learn the key concepts and components of internet marketing.
  - Understand the importance of digital marketing in the modern business environment.
- **Develop Effective SEO Strategies:**
  - Learn the principles of search engine optimization.
  - Understand how to improve website visibility and ranking on search engines.
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Harness the Power of Social Media Marketing:

- Explore strategies for marketing on various social media platforms.
- Learn how to create engaging content and build a loyal audience.

- **Master Content and Email Marketing:**
  - Understand the role of content marketing in attracting and retaining customers.
  - Learn how to create and manage effective email marketing campaigns.
- **Analyze and Optimize Marketing Campaigns:**
  - Gain insights into web analytics tools and techniques.
  - Learn how to measure campaign performance and optimize for better results.

Course Outline / Curriculum

Module 1: Introduction to Internet Marketing

- Overview of digital marketing
- Key components and strategies
- The role of internet marketing in business growth

Module 2: Search Engine Optimization (SEO)

- Understanding search engines and algorithms
- Keyword research and on-page optimization
- Off-page optimization and link building
- SEO tools and best practices

Module 3: Social Media Marketing

- Social media platforms and their audiences
- Creating and managing social media campaigns
- Content creation and curation
- Measuring social media success

Module 4: Content Marketing

- Developing a content marketing strategy
- Types of content and content creation
- Content distribution channels
- Measuring content effectiveness

Module 5: Email Marketing

- Building and managing an email list
- Designing effective email campaigns
- Personalization and automation
- Analyzing email marketing metrics

Module 6: Web Analytics

- Introduction to web analytics
- Setting up and using Google Analytics
- Key metrics and performance indicators
- Analyzing and interpreting data

Module 7: Pay-Per-Click (PPC) Advertising

- Understanding PPC advertising
- Setting up and managing Google Ads campaigns

Writing effective ad copy

- Analyzing and optimizing PPC performance

Module 8: Affiliate Marketing

- Introduction to affiliate marketing
- Setting up an affiliate program
- Managing relationships with affiliates
- Measuring affiliate marketing success

Module 9: Online Reputation Management

- Importance of online reputation
- Strategies for managing online reviews and feedback
- Crisis management and brand protection
- Monitoring online presence

Module 10: Future Trends in Internet Marketing

- Emerging trends and technologies
- The impact of AI and automation on digital marketing
- Preparing for future changes in the digital landscape

Who Can Attend:

- Marketing professionals seeking to enhance their digital marketing skills
- Business owners and entrepreneurs looking to improve their online presence
- Students and graduates interested in a career in digital marketing
- Anyone looking to gain a comprehensive understanding of internet marketing

Summary: The Internet Marketing Fundamentals course provides participants with a solid foundation in digital marketing strategies and techniques. Through a blend of theoretical knowledge and practical applications, participants will learn how to create, manage, and optimize online marketing campaigns. This course is ideal for professionals and individuals aiming to improve their internet marketing skills and achieve business success in the digital age

Target Audience

Key Course Benefits

Work-Ready Skills

Delegates leave with practical tools, templatesand methods they canapply immediately atwork.

Better Institutional Results

The programme supports stronger planning, reporting, compliance, accountability andservice delivery.

Sponsor-Friendly

This document isdesigned to helpsupervisors, HR units andsponsors approve delegate participation quickly.

ProfessionalRecognition

Delegates receivetraining documentationand a certificate ofcompletion aftersuccessful 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	Internet Marketing Fundamentals
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 _____