MAGNA SKILLS DEVELOPMENT INSTITUTE

Capacity Building • Professional Training • Organisational Development

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Course Profile Document

ICT and Security Management

Master Digital Marketing

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

COURSE CODE	DELIVERY	DURATION	PREPARED FOR
MSD2723	**Online / Face-to-Face**	**Flexible**	**Organisation Approval**

Register for this Course

View Online Course Page

Course Overview

With the rapid shift of advertising dollars away from traditional media to online platforms, it is becoming increasingly important for marketing graduates to be well-versed in digital marketing & analytics fundamentals.

This **Digital Marketing Training Program** provides a detailed understanding about Digital Marketing concepts, strategies and implementation, including planning a website, website promotion, email and Search Engine Optimization (SEO) campaigns, Pay Per Click (PPC) campaigns and integrating digital marketing with traditional marketing.

This course has been designed for those who want to understand the key elements of building an effective digital marketing campaign. Covering best practice and using case studies throughout, the session offers a practical guide to the core techniques in digital marketing. Online tools and reference materials are highlighted throughout, enabling delegates to leave with solid hands-on knowledge that they can implement immediately upon return to the office.

Course Outcomes

- Create and/or improve a strategy for measuring and improving digital media effectiveness
- Review current approaches and identify areas for improving performance
- Search Engine Optimization (SEO)
- Pay Per Click (PPC) Advertising including Google AdWords, LinkedIn Ads, Facebook and Instagram Ads
- Social media marketing tips and tools for Facebook, Twitter, Instagram, Blogging, etc.
- Online advertising including ad networks and behavioral targeting
- Optimizing website and blog content and copy
- Digital Marketing Strategy and Planning

Course Outline / Curriculum

Design Thinking for a Digital World

Our foundation for everything online is seeing all our brand touchpoints through our users' eyes. We'll rely on the power of design thinking and using a user-centric focus to drive successful online marketing strategies and campaigns. Students will learn how to interview users across various age groups and identify their online habits and preferences in-depth to design the right digital experiences. Next, we'll prototype these in a low-fi way using wireframes and user journey mapping.

Search Engine Optimization (SEO)

Arguably the toughest part of the course, the basics of Search Engine Optimization (SEO) covers long-tail keyword research methods, on-page SEO for a focus keyword, inbound link building, and identifying influential sites based on Domain Authority to support online PR efforts. You'll do this for your own WordPress site using the Yoast SEO plugin for on-page SEO.

Social Media

Next, we'll build out a social media strategy and campaign against a target market's preferred outlets and measure engagement for Conversation, Amplification, and Applause. After all, are Facebook Likes really that important for a brand? You'll see why social is a critical part but not the only tool in the modern marketer's arsenal.

Online Advertising

We'll scratch the surface for basic fluency in online paid platforms like Google AdWords and Facebook Ads to map out target markets, acquisition costs, and retargeting campaigns. Here's where we'll crack open a spreadsheet, evaluate our margins, and compare cost-per-click to basic metrics like customer lifetime value (CLV) and Average Order Price (AOV) to see if paid ads make sense for customer acquisition.

Web Analytics

The unifying framework behind all this will be basic web analytics using the Google Analytics platform and the demo account for Google's Merchandise Store. This is an incredible opportunity to work with real data to validate hypotheses in real-time for an e-commerce store. Google Analytics is overwhelming, so we'll play with this tool early and often. Students are encouraged to also download the mobile app of this tool for daily updates via iOS or Android.

Data Visualization

Finally, we'll move beyond just crunching numbers to data-visualization for crafting custom dashboards that help our key stakeholders see the important numbers and the changes over time. We'll rely on Google Data Studio to sync various datasets across Google Analytics, MailChimp, Social, or whatever dataset you like to get the right insights using integration services like Zapier. (Bonus points here for providing context around the data and making it actionable)

Target Audience

Digital Marketing

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	Master Digital Marketing
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 _____