

**Public Relations, Sales and Marketing**

# New Product Development and Marketing management

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

COURSE CODE

**MSD2727**

DELIVERY

**Online / Face-to-Face**

DURATION

**Flexible**

PREPARED FOR

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

## Course Overview

This comprehensive course by **Magna Skills** is designed to equip professionals with the knowledge and practical tools required to successfully develop, launch, and market new products in competitive markets. Participants will gain insights into the full product lifecycle—from idea generation and market research to product design, commercialization, and performance evaluation.

The programme integrates modern marketing strategies with innovation management techniques, enabling organizations to create customer-driven products and achieve sustainable growth. Through real-world case studies, practical exercises, and strategic frameworks, participants will learn how to turn ideas into profitable products while minimizing risks and maximizing market impact.

## Course Outcomes

**By the end of this course, participants will be able to:**

1. Understand the complete new product development (NPD) process from concept to launch
2. Conduct effective market research and identify customer needs
- 3.

Develop innovative product ideas aligned with market demands

4. Design and implement successful product marketing strategies
5. Evaluate product performance and optimize market success

## Course Outline / Curriculum

---

- - 1. Introduction to New Product Development (NPD)**
    - Understanding the product life cycle and innovation importance
    - Overview of NPD models and frameworks
  - 2. Idea Generation and Innovation Management**
    - Techniques for generating innovative product ideas
    - Screening and selecting viable product concepts
  - 3. Market Research and Customer Insights**
    - Conducting qualitative and quantitative market research
    - Identifying target markets and customer needs
  - 4. Product Design and Development**
    - Product design principles and prototyping
    - Testing concepts and refining product features
  - 5. Business Analysis and Feasibility Study**
    - Cost estimation, pricing strategies, and profitability analysis
    - Risk assessment and financial viability evaluation
  - 6. Branding and Positioning Strategies**
    -

Building strong product brands

- Positioning products in competitive markets

## **7. Marketing Strategy Development**

- Creating marketing plans (4Ps/7Ps framework)
- Digital marketing and integrated communication strategies

## **8. Product Launch and Commercialization**

- Planning and executing successful product launches
- Distribution channels and go-to-market strategies

## **9. Product Performance Monitoring and Evaluation**

- Measuring product success using KPIs and analytics
- Continuous improvement and product lifecycle management

## **10. Managing Product Portfolio and Innovation Strategy**

- Portfolio management and product diversification
- Sustaining innovation and competitive advantage

## **Target Audience**

---

The course is designed for professionals in marketing, communication, advertising, public relations, human resources, sales, and business development who need practical, up-to-date knowledge of marketing strategy and techniques. The course is aimed at all types of organizations such as large corporations, government agencies, small businesses and non profit entities.

## 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

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.

<b>Organisation / Department</b>	
<b>Delegate Name(s)</b>	
<b>Approved Course</b>	New Product Development and Marketing 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 of Delegates</b>	
<b>Budget / Vote Number</b>	
<b>Contact Person</b>	
<b>Email / Mobile</b>	

\_\_\_\_\_  
Authorised Name

\_\_\_\_\_  
Signature / Stamp

\_\_\_\_\_  
Date