MAGNA SKILLS DEVELOPMENT INSTITUTE

Capacity Building • Professional Training • Organisational Development

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Course Profile Document

Public Relations, Sales and Marketing

Marketing Basics

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

COURSE CODE	DELIVERY	DURATION	PREPARED FOR
MSD2936	**Online / Face-to-Face**	**Flexible**	**Organisation Approval**

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

Course Overview

Marketing Basics

Course Outcomes

Course Outline / Curriculum

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	Marketing Basics
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 _____