MAGNA SKILLS DEVELOPMENT INSTITUTE

Capacity Building • Professional Training • Organisational Development

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Course Profile Document

ICT and Security Management

Master Digital Marketing & Start Business

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

COURSE CODE	DELIVERY	DURATION	PREPARED FOR
MSD3026	**Online / Face-to-Face**	**Flexible**	**Organisation Approval**

Register for this Course

View Online Course Page

Course Overview

Digital marketing and business courses are important to understand the current landscape of marketing and commerce in the digital age. You can make money by offering your website design services as a freelancer and work with clients from around the world.

With the increasing reliance on the internet and digital technology, there is a growing demand for website designers who can create attractive and functional websites.

Overall, digital marketing and business courses can provide valuable insights and skills for individuals and organizations looking to thrive in the digital age.

Course Outcomes

- Develop skills in creating and executing effective digital marketing strategies.
- Increase knowledge of the latest digital marketing tools and techniques.
- Stay up-to-date with the latest digital marketing trends.
- Gain a better understanding of consumer behavior and how it affects digital marketing efforts.
- Learn how to effectively use data and analytics to measure the success of digital marketing campaigns.
- Increase chances of career growth and advancement in digital marketing and business fields.

Course Outline / Curriculum

Module 1: Making your Website

- In this module, we'll go step-by-step to building your fully functional, professional website.
- We will learn about wordpress and get you all setup with your own domain and hosting which is yours to keep.

Module 2: Search Engine Optimization (SEO)

- In this module, we'll cover all the SEO basics.
- The knowledge you need to know to get your website ranked in google.
- And we will go through implementing everything on your new website.

Module 3: Web Analytics

- In this module, we'll cover how to setup and analyse google analytics.
- You'll be able to optimize all your marketing efforts after understanding and starting to execute on the insights google analytics will give you.

Module 4: Email Marketing

- In this module, we cover the why and the how of email marketing.
- We'll look into strategies as well as setting up an email marketing account for your website.
- Then, we will move into how to start growing your email list and what to do with that list.

Module 5: Search Engine Advertising (SEM)

- In this module, we will look at the search engines available to us and how to marketing with them.
- Well cover the fundamentals of PPC marketing as well as some basic tactics to get you beating your competition from day 1.

Module 6: Social Media Marketing

- The basics on setting up your social media accounts, how to use them and what business cases apply to certain social media platforms and why.

Module 7: Facebook/Instagram Ads

- In this module, we'll cover the Facebook and Instagram ad platform and learn how to run, scale and optimize ads on these platforms.

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 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 & Start Business
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 _____