MAGNA SKILLS DEVELOPMENT INSTITUTE

Capacity Building • Professional Training • Organisational Development

Generated: 28-May-2026

Course Profile Document

ICT and Security Management

Empowering Africans with Digital Skills and Affiliate Marketing

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

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

Register for this Course

View Online Course Page

Course Overview

In collaboration between **Magna Skills** and **ShaFrost**, we present the **"Empowering Africans with Digital Skills and Affiliate Marketing"** course. This comprehensive program is designed to equip individuals across Africa with the knowledge and tools needed to thrive in the digital landscape.

We believe that by combining web design, hosting, and digital courses, we can create opportunities for both personal growth and financial success.

Course Outcomes

1. To provide participants with essential digital skills, including web design, online marketing, and content creation.
2. To introduce the concept of affiliate marketing and demonstrate how it can be a lucrative source of income.
3. To enable participants to harness the power of ShaFrost's services as affiliates, thereby creating a sustainable income stream.
4. To facilitate understanding and implementation of an effective digital marketing strategy.
5. To empower Africans to leverage these skills and opportunities for personal and professional advancement.

Course Outline / Curriculum

Module 1: Digital Foundations

- Understanding the Digital Landscape
- Introduction to Web Design
- Hosting Essentials
- Navigating Online Platforms

Module 2: Digital Marketing

- Online Marketing Strategies
- Social Media Marketing
- Content Creation and Management
- Search Engine Optimization (SEO)

Module 3: Affiliate Marketing

- What is Affiliate Marketing?
- Finding Profitable Affiliate Programs
- Building a Personal Brand
- Effective Affiliate Strategies

Module 4: Maximizing ShaFrost Services

- Overview of ShaFrost Services (Web Design, Hosting, Digital Courses)
- Becoming a ShaFrost Affiliate
- Utilizing ShaFrost Services for Your Affiliate Marketing Efforts

Module 5: Creating a Digital Marketing Plan

- Developing Your Online Presence
- Crafting a Content Strategy
- Measuring Success with Analytics
- Scaling Your Online Business

Module 6: Practical Implementation and Case Studies

- Hands-on Projects
- Real-life Affiliate Success Stories
- Troubleshooting and Optimization
- Q&A and Group Discussions

Target Audience

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	Empowering Africans with Digital Skills and Affiliate Marketing
Preferred Delivery Mode	☐ Online ☐ Face-to-Face ☐ Organisation-Based Training
Preferred Training Venue /Date	
Estimated Number ofDelegates	
Budget / Vote Number	
Contact Person	
Email / Mobile	

Authorised Name _____ Signature / Stamp _____ Date _____