MAGNA SKILLS DEVELOPMENT INSTITUTE

Capacity Building • Professional Training • Organisational Development

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Course Profile Document

AI for NGO, Government and Business

AI for Public Relations, Marketing and Digital Communication

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

AI is changing how organizations communicate, market, engage stakeholders and manage reputation. Communication teams can now use AI to develop content faster, analyze audience engagement and improve digital campaign performance.

This Magna Skills course helps communication and marketing professionals use AI for content creation, campaign planning, social media, brand messaging, stakeholder engagement and audience insights.

The course emphasizes practical implementation, real workplace examples and responsible AI use within organizational policies, brand guidelines and ethical communication standards.

Course Outcomes

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1. Use AI to create professional communication, marketing and stakeholder engagement content.
2. Apply AI tools to plan campaigns, newsletters, social media content and public messages.
3. Analyze audience engagement, feedback and communication performance indicators.
4. Strengthen brand positioning, reputation management and digital communication quality.
5. Apply ethical AI practices in content creation, copyright, accuracy and public communication.

Course Outline / Curriculum

Course Outline

Module 1: AI in PR, marketing and communication

- Key concepts, practical examples and sector-based discussion.
- Workplace application activity, templates and implementation considerations.

Module 2: Prompting for communication and content creation

- Key concepts, practical examples and sector-based discussion.
- Workplace application activity, templates and implementation considerations.

Module 3: AI for newsletters, press releases and speeches

- Key concepts, practical examples and sector-based discussion.
- Workplace application activity, templates and implementation considerations.

Module 4: Digital marketing campaigns and social media planning

- Key concepts, practical examples and sector-based discussion.
- Workplace application activity, templates and implementation considerations.

Module 5: Audience insights and engagement analysis

- Key concepts, practical examples and sector-based discussion.
- Workplace application activity, templates and implementation considerations.

Module 6: Brand messaging and reputation management

- Key concepts, practical examples and sector-based discussion.
- Workplace application activity, templates and implementation considerations.

Module 7: AI for sales proposals and client follow-up

- Key concepts, practical examples and sector-based discussion.
- Workplace application activity, templates and implementation considerations.

Module 8: Crisis communication and misinformation risks

- Key concepts, practical examples and sector-based discussion.
- Workplace application activity, templates and implementation considerations.

Module 9: Ethics, copyright and responsible AI content

- Key concepts, practical examples and sector-based discussion.
- Workplace application activity, templates and implementation considerations.

Module 10: Developing AI communication templates

- Key concepts, practical examples and sector-based discussion.
- Workplace application activity, templates and implementation considerations.

Target Audience

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PR officers, marketing teams, communication officers, sales teams, social media managers, business development officers, public information officers, stakeholder engagement teams, NGO advocacy teams, government communication units and client relationship managers.

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
- Flex

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	AI for Public Relations, Marketing and Digital Communication
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 _____