

Sales & Marketing Management Course Details

Department: Public Relations, Sales and Marketing

Presented by Magna Skills Development Institute

[Registration Link](#)

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Training Coordinator: Denis Wunganayi

EMPOWERING WORKFORCE THROUGH QUALITY TRAINING

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Course Summary

Embark on a dynamic journey with Magna Skills through our Sales & Marketing Management course. This comprehensive program is designed to empower professionals with the knowledge and strategic skills required to excel in the competitive realm of sales and marketing.

Delve into the latest industry trends, hone your leadership abilities, and learn the intricacies of effective sales and marketing strategies. Led by seasoned experts, this course will equip you with the tools to drive revenue, build compelling brand narratives, and navigate the ever-evolving landscape of sales and marketing.

Course Objectives

Upon completion of the course, participants will be able to:

1. Understand the fundamentals of sales and marketing management.
2. Develop and implement effective sales strategies.
3. Craft compelling marketing campaigns that resonate with target audiences.
4. Utilize digital marketing tools and platforms for maximum impact.
5. Analyze market trends and make data-driven decisions.
6. Build and lead high-performing sales and marketing teams.

Course Outline

Module 1: Fundamentals of Sales & Marketing Management

- Overview of sales and marketing in the contemporary business landscape
- Key principles and concepts in sales and marketing management
- Role of sales and marketing in organizational success

Module 2: Strategic Sales Planning

- Developing a sales strategy aligned with organizational goals
- Customer segmentation and targeting
- Sales forecasting and budgeting

Module 3: Effective Marketing Campaigns

- Crafting a compelling brand story
- Developing and executing successful marketing campaigns
- Integrated marketing communication strategies

Module 4: Digital Marketing in the Modern Era

- Leveraging digital platforms for marketing success
- Social media marketing strategies
- Search engine optimization (SEO) and online advertising

Module 5: Market Analysis and Data-Driven Decision Making

- Conducting market research and analysis
- Utilizing data for informed decision-making
- Monitoring and adapting to market trends

Module 6: Building and Leading High-Performing Teams

- Recruiting and training sales and marketing professionals
- Motivating and managing diverse teams
- Leadership skills for success in sales and marketing

Assessment: Participants will be assessed through quizzes, assignments, and a capstone project where they will develop a comprehensive sales and marketing plan for a hypothetical product or service.

Certification: Upon successful completion of the course, participants will receive a certification from Magna Skills in Sales & Marketing Management. This certification is a testament to your expertise in driving business growth through strategic sales and marketing initiatives.



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Company Overview

Who We Are: Magna Skills is a premier training and capacity-building organization specializing in professional development for government institutions, NGOs, and the private sector.

Our Mission: To provide world-class training solutions that equip professionals with the expertise needed to excel in their careers and contribute meaningfully to their organizations.

Our Vision: To be the leading provider of professional training and development across Africa, fostering excellence, innovation, and capacity-building in public and private sectors.

Core Values

- **Excellence** – Delivering high-quality training tailored to meet the evolving needs of professionals.
- **Integrity** – Upholding the highest ethical standards in all our engagements.
- **Innovation** – Embracing new technologies and methodologies to enhance learning experiences.
- **Customer-Centric Approach** – Ensuring client satisfaction by providing relevant, practical, and impactful training.
- **Collaboration** – Partnering with industry experts and institutions to provide the best learning opportunities.

Our Training Methodology

We use a blended learning approach that includes instructor-led training, case studies, workshops, and post-training support.

Why Choose Magna Skills?

- Experienced Trainers
- Customized Training Solutions
- Interactive Learning
- Global Recognition
- Proven Track Record

Request for Training Form

Complete the form and share with Magna Skills Support Team on email info@magnaskills.com or Send Whatsapp on: +27630079022

Approval & Authorization	
Applicant Details	Course Details
First Name:	Course Name:
Last Name:	Training Venue:
Mobile:	Month:
Email:	Training Method: Online[____] Face to Face [____]
Company Name:	Duration:
Country:	Number of Staff Members:

By signing this agreement, both parties confirm their commitment to the terms outlined in this proposal.