

## Advertising and Brand Management Course Details

Department: Public Relations, Sales and Marketing

Presented by Magna Skills Development Institute

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## Course Summary

Magna Skills is thrilled to present the Advertising and Brand Management course, designed to equip participants with the knowledge and skills needed to excel in the dynamic field of advertising and brand development. This program covers essential concepts in advertising strategy, creative execution, and brand management to create impactful and memorable brand experiences.

## Course Objectives

Upon completion of the course, participants will:

**1. Advertising Strategy and Planning:**

- Develop effective advertising strategies aligned with business objectives.
- Understand the role of market research in shaping advertising plans.

**2. Creative Execution in Advertising:**

- Learn the principles of creative execution for impactful advertising campaigns.
- Understand the integration of visual and verbal elements in advertising.

**3. Media Planning and Buying:**

- Gain insights into media planning and buying strategies.
- Understand how to select the most appropriate media channels for advertising campaigns.

**4. Brand Development and Positioning:**

- Explore strategies for brand development and positioning.
- Understand the importance of brand consistency across various touchpoints.

**5. Digital Advertising and Social Media Management:**

- Navigate the landscape of digital advertising and social media.
- Develop strategies for effective online brand presence.

**6. Measuring Advertising Effectiveness:**

- Understand key metrics and methods for measuring advertising effectiveness.
- Evaluate the success of advertising campaigns and make data-driven decisions.

## Course Outline

## **Module 1: Advertising Strategy and Planning**

- Principles of effective advertising strategies
- Role of market research in shaping advertising plans

## **Module 2: Creative Execution in Advertising**

- Principles of creative execution in advertising campaigns
- Integration of visual and verbal elements in advertising

## **Module 3: Media Planning and Buying**

- Insights into media planning and buying strategies
- Selecting appropriate media channels for advertising campaigns

## **Module 4: Brand Development and Positioning**

- Strategies for brand development and positioning
- Importance of brand consistency across touchpoints

## **Module 5: Digital Advertising and Social Media Management**

- Navigating digital advertising and social media
- Strategies for effective online brand presence

## **Module 6: Measuring Advertising Effectiveness**

- Key metrics and methods for measuring advertising effectiveness
- Evaluating the success of advertising campaigns

**4. Who Can Attend:** This course is suitable for marketing professionals, brand managers, advertising executives, and individuals interested in pursuing a career in advertising and brand management, including but not limited to:

- Marketing Managers
- Brand Managers
- Advertising Executives
- Marketing Communication Specialists

- Digital Marketing Professionals

**5. Delivery Format:** The Advertising and Brand Management course, offered by Magna Skills, will be delivered through a mix of interactive lectures, case studies, group discussions, and hands-on exercises. Participants will have the opportunity to work on real-world scenarios to apply theoretical knowledge. Additionally, guest speakers with expertise in advertising and brand management may be invited to share insights and practical experiences.



## 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.