

New Product Development and Marketing management Course Details

Department: Public Relations, Sales and Marketing

Presented by Magna Skills Development Institute

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CORPORATE TRAINING
Agency

OUR SERVICES :

- Search Engine Optimization
- Analytics and Data Analysis
- Pay-Per-Click Advertising
- Social Media Marketing

 Our Website
www.magnaskills.com

 **MAGNA SKILLS**
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The banner features a blue background with a white arrow pointing right. On the right side of the arrow is a photograph of three people (two women and one man) in a meeting, looking at a laptop. The Magna Skills logo and website are in the top right corner. The services list is on the left, and the website information is at the bottom left. There are decorative dotted lines in the top left and bottom right corners.

Course Summary

'Advertising and marketing communications' is the art and business of developing and communicating messages that provide consumers with information about products, services and ideas. Marketing communications is exciting, creative, demanding, rewarding and challenging. This course is designed to provide training in the theoretical and practical aspects of modern marketing communications. Participants will review the many marketing tools available, digital or conventional, and learn about the whole advertising and communication function using a variety of media techniques geared for campaign success.

Course Objectives

- Describe the field of marketing communication and explain the characteristics of successful campaigns (offline and online)
- Optimize visibility of brand or company image by exercising well rounded knowledge of event concepts and strategies
- Define the principles of Integrated Marketing Communication (IMC) and describe how companies apply these principles to ensure messages are heard by both consumers and businesses
- Apply insights and skills needed to manage special marketing communications issues and create successful solutions
- Recognize and implement social media vehicles and tactics to maximize the marketing campaign return on investment

Course Outline

- **The role of promotion and the marketing mix**
 - An overview of the marketing mix
 - The role of promotion in marketing
 - The elements of the promotion mix
 - Advertising
 - Personal selling
 - Public relations
 - Sales promotion
 - Promotion mix strategies across the Product Life Cycle (PLC)
- **Event management: creating company or brand exposure**
 - Creating an event concept
 - Key elements of event design
 - Event planning and execution
 - Aligning event elements with company or brand identity

- Creating an event check-list
- **Launching an advertising campaign**
 - Marketing communications objectives
 - Characteristics of a successful campaign
 - Steps in creating an advertising campaign
 - A typical IMC plan template:
 - Situational analysis
 - SWOT analysis
 - Marketing communications objectives
 - Marketing communications message objectives
 - Marketing communications strategies
 - Marketing communications mix
 - Marketing communications budget
 - Marketing communications media scheduling
 - Marketing communication implementation, monitoring and control
 - The role of the advertising agency
 - Typical full-service agency organization
 - What to ask from the advertising agency
 - Team workshop: launching a full MARCOM campaign
- **The framework of promotional campaigns**
 - Assessing the brand's strengths and weaknesses
 - Identifying a clear positioning
 - Identifying the target market
 - Selecting a consistent message
 - Evaluating different creative briefs
 - Agreeing on the final strategic copy
- **Digital marketing campaign strategies**
 - Traditional versus digital marketing
 - Some digital marketing tools
 - Facebook
 - Twitter
 - LinkedIn
 - Google plus

- Email marketing
- Mobile marketing
- Pay per click marketing
- Preparing and managing a digital marketing campaign
- Website analytics: measuring the effectiveness of digital marketing



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.