



Marketing Communication and Media Planning

5 – 9 October 2026
Madrid (Spain)



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Ref: 15699_321308 **Date:** 5 – 9 October 2026 **Location:** Madrid (Spain) **Fees:** 5600 Euro

Introduction:

Advertising, marketing, and communication tools are essential for providing consumers with information about products, services, and ideas. This Marketing Communication and Media Planning course offers an understanding and training in modern marketing communication's theoretical and practical aspects.

Participants will explore a variety of digital and traditional marketing communication tools and gain a comprehensive understanding of advertising and communication functions by using various media planning techniques aimed at campaign success. In an ever-evolving media landscape, it is crucial to understand current marketing communication trends and leverage the latest media planning tools.

This Marketing Communication and Media Planning course delves into creative media planning, case study analysis, and the importance of media planning skills in developing innovative strategies that resonate with the target audience. As digital and traditional methods merge, the course equips professionals with media planning training to craft solutions that address the dynamic needs of businesses and consumers alike.

Target Audience:

- Professionals in marketing, communications, advertising, public relations, human resources, and sales.
- Business development professionals who require up-to-date knowledge of marketing strategies and techniques.
- Employees of large corporations, government agencies, and small businesses.
- Anyone who needs this course and wishes to develop their marketing communication and media planning skills and expertise.

Training Objectives:

At the end of this Marketing Communication and Media Planning course, participants will be able to:

- Describe the marketing communications field and explain what marketing communication is, along with the characteristics of successful campaigns online or offline.
- Apply sound knowledge of event concepts and strategies to enhance brand visibility or company image.
- Identify the principles of Integrated Marketing Communications IMC and understand the marketing communication process, including how these principles are applied in companies to ensure messages reach consumers and businesses effectively.
- Clearly defining marketing communication allows you to apply the ideas and skills necessary to manage marketing communication challenges and find successful solutions.

- Recognize and apply social media tactics and other marketing communication trends to increase a marketing campaign's return on investment ROI.

Targeted Competencies:

By the end of this Marketing Communication and Media Planning training, participants competencies will:

- Marketing planning and the components of marketing communication.
- Marketing audit processes.
- Macro and micro environmental analysis.
- Understanding the definition of marketing communication and its applications.
- Marketing research, including media planning tools and techniques.

Course Content:

Unit 1: The Role of Promotion and the Marketing Mix:

- Overview of the Marketing Mix.
- The Role of Promotion in Marketing.
- Elements of the Promotional Mix.
- Advertising.
- Personal Selling.
- Public Relations.
- Sales Promotion.
- Promotional Mix Strategies Throughout the Product Life Cycle PLC.

Unit 2: Event Management: Building the Company or Brand Exposure:

- Event Creation.
- Key Elements of Event Design.
- Event Planning and Execution.
- Implementing Effective Elements.
- Creating an Event Checklist.

Unit 3: Launching an Advertising Campaign:

- Marketing Communication Objectives.
- Characteristics of a Successful Campaign.
- Steps in Creating an Advertising Campaign.
- IMC Plan Model.
- Situational Analysis.
- SWOT Analysis.
- Marketing Communication Objectives.
- Marketing Communication Message Objectives.
- Know the Marketing Communication Strategies.
- Marketing Communication Mix.
- Marketing Communication Budget.
- Implementation, Monitoring, and Control of Marketing Communications.
- The Role of Advertising Agencies.
- Characteristics of an Ideal Advertising Agency.
- Key Questions to Ask an Advertising Agency.
- Team Workshop: Launching a Comprehensive MARCOM Campaign.

Unit 4: Within the Framework of Promotional Campaigns:

- Evaluating Brand Strengths and Weaknesses.
- Clearly Defining the Positioning.
- Identifying the Target Market.
- Choosing a Strong Message.
- Evaluating Creative Briefs.
- Agreeing on the Final Strategy Copy.

Unit 5: Digital Marketing Campaign Strategies:

- Traditional vs. Digital Marketing.
- Some Digital Marketing Tools:
 - Facebook.
 - Twitter.
 - LinkedIn.
 - Google+.
 - Email Marketing.
 - Mobile Marketing.
 - Online Marketing.
 - Media Marketing.
 - Pay-Per-Click Marketing.
 - Social Media Marketing.
- Setting Up and Managing a Digital Marketing Campaign.
- Website Analytics: Measuring Digital Marketing Effectiveness.