



Marketing Communication and Media Planning

21 - 25 Apr 2025
Lisbon (Portugal)



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Ref.: 15699_321320 **Date:** 21 - 25 Apr 2025 **Location:** Lisbon (Portugal) **Fees:** 4900 **Euro**

Introduction:

Advertising, marketing, and communication are essential tools that provide consumers with information about products, services, and ideas. This course offers training in modern marketing and communications's theoretical and practical aspects. Participants will explore a variety of digital and traditional marketing tools and gain a comprehensive understanding of advertising and communication functions by using various media techniques aimed at campaign success.

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 skills and expertise.

Training Objectives:

At the end of this course, participants will be able to:

- Describe the field of marketing communications and explain 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 how these principles are applied in companies to ensure messages reach consumers and businesses.
- Apply the ideas and skills necessary to manage marketing communication challenges and find successful solutions.
- Recognize and apply social media tactics to increase a marketing campaign's return on investment ROI.

Targeted Competencies:

- Marketing planning.
- Marketing audit processes.
- Macro and micro environmental analysis.
- Marketing communications.
- Marketing research.

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.



**Registration form on the :
Marketing Communication and Media Planning**

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