



Marketing Communication and Media  
Planning Conference





# Marketing Communication and Media Planning Conference

## Introduction:

Advertising, marketing, and communication are essential tools that provide consumers with information about products, services, and ideas. This conference offers theoretical and practical training in modern marketing and communications. 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 conference and wishes to develop their skills and expertise.

## Training Conference Objectives:

At the end of this conference, 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.

## **Conference 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.