BLACKBIRD FOR TRAINING

The Complete Program of Marketing, Communications & Media Planning

18 – 22 October 2027
Amsterdam (Netherlands)



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Introduction

In today's highly competitive market, the ability to effectively communicate and engage with consumers through various marketing channels is crucial for success. Advertising and marketing communications are at the core of this effort, shaping how businesses connect with their audience. This course provides comprehensive training in both the theoretical and practical aspects of modern marketing communications, covering everything from media strategy to the intricacies of digital marketing.

Participants will explore the full range of marketing tools, both traditional and digital, and understand how to leverage various media planning and advertising techniques to achieve campaign success. Whether you're a beginner or looking to enhance your skills, this course will provide you with the knowledge needed to craft impactful marketing communications strategies.

Course Objectives

- Understand the field of marketing communication and identify the characteristics of successful campaigns, both offline and online.
- Optimize brand visibility by applying in-depth knowledge of event concepts and strategies.
- Define the principles of Integrated Marketing Communication IMC and explore how businesses implement these principles for cohesive marketing.
- Apply the skills needed to manage complex marketing communications challenges and craft effective marketing solutions.
- Learn to use social media strategies and tactics to maximize the return on investment ROI of marketing campaigns.
- Understand how media planning and strategy work to enhance campaign effectiveness and reach.

Course Outlines

Day 1: The Role of Promotion and the Marketing Mix

- Overview of the marketing mix and its importance in communications.
- The essential role of promotion in marketing and how it ties into overall strategy.
- The promotion mix components:
    - Advertising
    - Personal Selling
    - Public Relations
    - Sales Promotion



• Understanding how to implement promotion mix strategies across the Product Life Cycle PLC.

Day 2: Event Management: Creating a Company or Brand Exposure

• Developing an event concept that aligns with brand or company identity.
• Key elements of event design and the importance of careful event planning and execution.
• Aligning event elements with corporate messaging and brand objectives.
• Building a comprehensive event checklist to ensure successful execution.

Day 3: Launching an Advertising Campaign

• Setting marketing communication objectives for a successful campaign.
• Understanding the characteristics of a successful campaign and the steps to create one.
• Writing a professional Marketing Communication plan and conducting a SWOT analysis.
• Identifying objectives & strategies and aligning them with the marketing mix.
• Developing a budget & media scheduling plan.
• The role of the advertising agency in campaign execution and what to expect from them.
• Team workshop: Simulating the launch of a full MARCOM campaign.

Day 4: The Framework of Promotional Campaigns

• Assessing a brand's strengths and weaknesses in the market.
• Developing a clear positioning and targeting the right market.
• Creating a consistent message for the campaign.
• Evaluating different creative briefs and finalizing the strategic copy.

Day 5: Digital Marketing Campaign Strategies

• Comparing traditional vs. digital marketing and understanding the shift in trends.
• Exploring various digital marketing tools including email marketing, mobile marketing, and pay-per-click advertising.
• Preparing and managing a digital marketing campaign from start to finish.
• Analyzing website analytics to measure the effectiveness of digital marketing efforts.

Why Attend this Course: Wins & Losses!

Attending the Marketing, Communications & Media Planning course provides invaluable insights into how to effectively create, implement, and measure marketing campaigns. If you're interested in learning how to develop social media strategies, media planning, and the essentials of creating a cohesive marketing program, this course offers practical tools and strategies.

Benefits of attending include:



- Mastering the fundamentals of marketing communications and applying them to real-world scenarios.
- Gaining hands-on experience in media planning and strategy.
- Developing the skills necessary to create successful advertising campaigns that align with business goals.
- Learning how to use digital platforms and social media to boost your campaigns' ROI.
- Understanding how to leverage event management and promotion mix strategies for greater brand exposure.

This course is especially useful for those seeking to advance their careers in marketing communications or those interested in executive communication courses and media planning training.

Conclusion

Whether you are new to marketing or an experienced professional, the Marketing, Communications & Media Planning course equips you with the skills and knowledge needed to design and execute successful marketing campaigns. By understanding how to implement both traditional and digital marketing strategies, you'll be well-prepared to enhance your company's visibility and market position.

Don't miss out on the opportunity to boost your skills in media strategy, event management, and social media planning. Join this course and transform your approach to marketing communication today.

