BLACKBIRD FOR TRAINING

Leadership Through Strategic Marketing & PR Integration

1 – 5 November 2027
Baku (Azerbaijan)



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Introduction

In today's fast-paced and competitive environment, leadership is no longer defined solely by decision-making or team management. It now requires a deep understanding of strategic marketing and public relations PR to effectively position an organization, communicate its values, and drive sustained growth.

This course is meticulously designed for executives, team leaders, and professionals across vital sectors such as oil & gas, banking and finance, telecommunications, government, HR, and marketing. Whether you're an emerging talent or a seasoned leader, this program empowers you to use marketing and PR tools strategically to boost organizational performance and influence stakeholders.

Blending strategic insights with hands-on application, the course equips participants with actionable skills to immediately implement within their organizations—enhancing influence, boosting reputation, and driving measurable impact.

Course Objectives

- Understand the fundamentals of modern leadership integrated with strategic marketing and PR.
- Recognize the value of corporate communication in building trust and credibility.
- Apply marketing analytics tools to guide leadership decisions.
- Analyze how PR initiatives support organizational transformation.
- Develop integrated marketing strategies aligned with institutional goals.
- Strategically use modern communication channels.
- Design PR campaigns that align with growth and positioning efforts.
- Manage corporate reputation during times of crisis.
- Utilize performance metrics to assess impact of leadership initiatives.
- Foster alignment between leadership and marketing/PR departments.



Course Outlines

Day 1: Leadership Concepts and Communication Integration

- Introduction to influential leadership in the digital era.
- Key principles of strategic marketing and PR.
- Identifying intersections between leadership and integrated communication.
- Exploring the leadership communication model.
- Case studies from leading MENA institutions.
- Practical exercise: Analyze your current workplace communication flow.

Day 2: Marketing Strategies to Empower Leadership

- Building and analyzing institutional marketing plans.
- Defining and segmenting target audiences aligned with leadership goals.
- Leveraging data for strategic marketing decisions.
- The marketing mix's impact on leadership branding.
- Market analysis tools for opportunity identification.
- Practical exercise: Develop a marketing roadmap aligned with a leadership objective.

Day 3: PR as a Tool for Leadership Influence

- Role of PR in internal and external trust building.
- Crafting effective leadership messages.
- Storytelling techniques for organizational branding.
- Working with the media in various scenarios.
- Event management as a leadership communication platform.
- Group exercise: Build a PR plan for an institutional event.

Day 4: Internal & External Communication Synergy

- The importance of internal communication in promoting leadership vision.
- Using digital tools for real-time engagement.
- Aligning PR messaging with strategic direction.
- Building brand identity from the inside out.
- Analyzing a multi-channel communication model.
- Exercise: Design an integrated internal communication strategy.



Day 5: Assessment and Final Projects

- Tools for evaluating marketing and PR performance.
- Key Performance Indicators KPIs related to strategic leadership communication.
- Reviewing case studies to reinforce learning.
- Participant project presentations with expert feedback.
- Comprehensive recap of core principles.
- Final recommendations and individualized action planning.

Why Attend this Course: Wins & Losses!

- Expand your strategic understanding of marketing and PR's role in leadership.
- Improve planning and analytical thinking abilities.
- Manage organizational reputation effectively.
- Strengthen internal and external communication.
- Gain actionable tools for immediate implementation.
- Learn from global and regional best practices.
- Participate in collaborative group exercises.
- Earn a recognized certification that adds to your career credentials.

Conclusion

Integrating strategic marketing and PR into leadership practices is no longer optional—it's a necessity. Modern institutions demand agile, informed, and communicative leaders who can drive influence both internally and externally. This course offers a comprehensive journey through frameworks, case studies, and hands-on exercises to prepare participants to lead with purpose and vision.

By bridging the gap between leadership and communication functions, you'll walk away with insights, skills, and strategies ready for direct implementation. More importantly, you'll be empowered to drive real change—within your team, your organization, and your professional trajectory.

