

Mechanisms Of Writing Media Policies, Marketing, And  
Strategic Planning

*Malaga (Spain)*

*17 - 21 February 2025*

UK Traininig

**PARTNER**



# Mechanisms Of Writing Media Policies, Marketing, And Strategic Planning

Code: PR28 From: 17 - 21 February 2025 City: Malaga (Spain) Fees: 4700 Pound

## Introduction

In the rapidly evolving media landscape, the ability to craft effective media policies, devise impactful marketing strategies, and develop sound strategic plans is paramount for success. The "Media Policy Writing, Marketing, and Strategic Planning" course is a 5-day program designed to equip professionals in the media industry and those aspiring to join it. This course delves into the art of crafting media policies, creating successful marketing campaigns, and developing strategic plans that drive media excellence.

## Objectives

- **Understanding Media Policies:** Gain a foundational understanding of media policies, their role, and their significance in maintaining ethical and legal standards in the media industry.
- **Effective Marketing Strategies for Media:** Develop the skills to design marketing strategies tailored specifically to the media sector, ensuring the promotion of media products and services is compelling and successful.
- **Proficiency in Strategic Planning:** Acquire expertise in creating and executing strategic media plans that align with organizational objectives and industry trends.
- **Policy Writing and Compliance:** Learn to write comprehensive and compliant media policies that adhere to ethical, legal, and industry standards, facilitating best practices.
- **Marketing Campaign Creation:** Explore the intricacies of planning and executing marketing campaigns, from ideation to assessment.

## Course Outline

### Day 1: Introduction to Media Policies

- The Role of Media Policies
- Ethical and Legal Foundations
- Components of Effective Media Policies

### Day 2: Effective Marketing Strategies for Media

- Understanding Media Audiences
- Product Development in the Media Industry
- Crafting Media Marketing Plans

### Day 3: Strategic Media Planning

- Strategic Planning Models
- Aligning Media Strategies with Organizational Goals

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) on it. The board is white and black, and the pieces are gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

UK Training  
**PARTNER**

- Executing Strategic Media Plans

#### Day 4: Policy Writing and Compliance

- Types of Media Policies
- Ensuring Ethical and Legal Compliance
- Implementing Media Policies

#### Day 5: Marketing Campaign Creation and Policy Implementation

- Designing Impactful Marketing Campaigns
- Measuring Marketing Campaign Success
- Policy Implementation and Best Practices

UK Training  
**PARTNER**





## Blackbird Training Cities

### Europe



Zurich (Switzerland )



Stockholm (Sweden)



Lyon (France)



Copenhagen (Denmark)



Bordeaux (France)



Annecy (France)



Oslo (Norway)



Edinburgh (UK)



Glasgow (Scotland )



Malaga (Spain)



London (UK)



Istanbul (Turkey)



Amsterdam (Netherlands)  
(Switzerland)



Düsseldorf (Germany)



Paris (France)



Barcelona (Spain)



Munich (Germany)



Geneva



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Manchester (UK)



Milan (Italy)

### USA & Canada



Los Angeles (USA)



Florida (USA)



Online



Boston (USA)



Washington (USA)



Miami(USA)



New York (USA)



Toronto (Canada)



## Blackbird Training Cities

### Asia



Baku (Azerbaijan)



Maldives (Maldives)



Manila (Philippines)



Bali (Indonesia )



Bangkok (Thailand)



Beijing (China)



Moscow (Russia )  
(Malaysia)



Singapore (Singapore )



Sydney (Australia)



Tokyo (Japan)



Dubai (UAE)



Kuala Lumpur



Jakarta (Indonesia)

### Africa



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Marocco)



Nairobi (Kenya)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



## Blackbird Training Clients



UK Training  
**PARTNER**



## Blackbird Training Categories

### Management & Admin

Professional Skills  
Finance, Accounting, Budgeting  
Media & Public Relations  
Project Management  
Human Resources  
Audit & Quality Assurance  
Marketing, Sales, Customer Service  
Secretary & Admin  
Supply Chain & Logistics  
Management & Leadership  
Agile and Refinement

### Technical Courses

Hospital Management  
Public Sector  
Special Workshops  
Oil & Gas Engineering  
Telecom Engineering  
IT & IT Engineering  
Health & Safety  
Law and Contract Management  
Customs & Safety  
Aviation  
C-Suite Training



 International House 185 Tower Bridge  
Road London SE1 2UF United Kingdom

 +44 7401 1773 35  
+44 7480 775526

 [training@blackbird-training.com](mailto:training@blackbird-training.com)

 [www.blackbird-training.com](http://www.blackbird-training.com)

UK Training  
**PARTNER**

