

The Complete Program of Marketing, Communications
& Media Planning

Amsterdam (Netherlands)

5 - 9 May 2025

UK Training

PARTNER



The Complete Program of Marketing, Communications & Media Planning

Code: PR28 From: 5 - 9 May 2025 City: Amsterdam (Netherlands) Fees: 4200 Pound

Introduction

Advertising and marketing communications are the art and business of developing and communicating messages that provide consumers with information about products, services, and ideas. Marketing communication is exciting, creative, demanding, rewarding, and challenging. This course is designed to provide training in the theoretical and practical aspects of modern marketing communications. Participants will review the many marketing tools available, digital or conventional, and learn about the whole advertising and communication function using a variety of media techniques geared for campaign success.

Training Objectives of Marketing, Communications & Media Planning

- Describe the field of marketing communication and explain the characteristics of successful campaigns offline and online.
- Optimize the visibility of brand or company image by exercising well-rounded knowledge of event concepts and strategies.
- Define the principles of Integrated Marketing Communication IMC and describe how companies apply these principles.
- Apply the insights and skills needed to manage special marketing communications issues and create successful solutions.
- Recognize and implement social media vehicles and tactics to maximize the marketing campaign's return on investment.

Marketing, Communications & Media Planning Training Outlines

Day 1

The role of promotion and the marketing mix

- An overview of the marketing mix.
- The role of promotion in marketing.
- The elements of the promotion mix.
- Advertising.
- Personal selling.
- Public relations.
- Sales promotion.
- Promotion mix strategies across the Product Life Cycle PLC.

Day 2

Event management: creating a company or brand exposure

- Creating an event concept.

A graphic of a chessboard with several chess pieces (a king, a pawn, and a knight) 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

- Key elements of event design.
- Event planning and execution.
- Aligning event elements with the company or brand identity.
- Creating an event checklist.

Day 3

Launching an advertising campaign

- Marketing communications objectives.
- Characteristics of a successful campaign.
- Steps in creating an advertising campaign.
- Writing a professional Marketing Communication plan.
- SWOT analysis.
- Objectives & Strategies.
- Marketing mix.
- Budget & media scheduling.
- Implementation, monitoring, and control.
- The role of the advertising agency.
- What to ask from the advertising agency.
- Team workshop: launching a full MARCOM campaign.

Day 4

The framework of promotional campaigns

- Assessing the brand's strengths and weaknesses.
- Identifying a clear positioning.
- Identifying the target market.
- Selecting a consistent message.
- Evaluating different creative briefs.
- Agreeing on the final strategic copy.

Day 5

Digital marketing campaign strategies

- Traditional versus digital marketing.
- Explore some digital marketing tools.
- Email marketing.
- Mobile marketing.
- Pay-per-click marketing.
- Prepare and manage a digital marketing campaign.
- Website analytics: measuring the effectiveness of digital marketing.

UK Training
PARTNER



Blackbird Training Cities

Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)
(Netherlands)



Podgorica (Montenegro)



Batumi (Georgia)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



Manchester (UK)



Milan (Italy)



Blackbird Training Cities

USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

Africa



Baku (Azerbaijan)
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney (Australia)



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Pulau Ujong (Singapore)



Jakarta (Indonesia)



Amman (Jordan)



Beirut (Lebanon)

UK Training
PARTNER

Blackbird Training Cities

Asia



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



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 Elevation

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

 Sales@blackbird-training.com

 www.blackbird-training.com

UK Training
PARTNER

