

The Complete Program of Marketing, Communications  
& Media Planning

*Rome (Italy)*

*24 - 28 March 2025*

UK Training

**PARTNER**



# The Complete Program of Marketing, Communications & Media Planning

Code: PR28 From: 24 - 28 March 2025 City: Rome (Italy) 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 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**

- 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.

## 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](mailto:Sales@blackbird-training.com)

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

UK Training  
**PARTNER**

