BLACKBIRD FOR TRAINING

The Complete Program of Marketing, Communications & Media Planning

Kigali (Rwanda)

6 - 10 October 2025

UK Traininig

PARTNER

www.blackbird-training.com

The Complete Program of Marketing, Communications & Media Planning

Code: PR28 From: 6 - 10 October 2025 City: Kigali (Rwanda) Fees: 3300 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.

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- 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.

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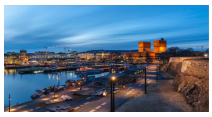
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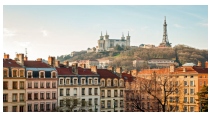
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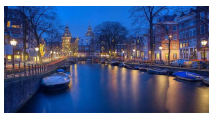
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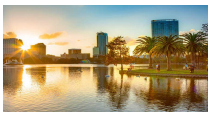
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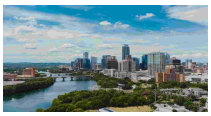
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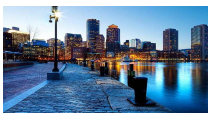
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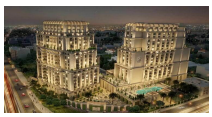
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