

Fundamentals of Entertainment Marketing

Toronto (Canada)

2 - 6 March 2026

UK Training

PARTNER



Fundamentals of Entertainment Marketing

Code: EL28 From: 2 - 6 March 2026 City: Toronto (Canada) Fees: 4700 Pound

Introduction

Entertainment marketing has rapidly evolved as one of the most prominent trends in communication and media strategies. Entertainment is no longer just about amusement; it has become a powerful tool for audience engagement and delivering strategic messages.

This course offers structured theoretical content that introduces participants to the foundations of entertainment marketing. It emphasizes the shifts driven by digital environments and presents a conceptual framework for understanding how entertainment integrates with modern communication.

The course is designed to build a strong knowledge base in entertainment marketing, covering its concepts, key strategies, content models, and the metrics used to evaluate effectiveness.

Course Objectives

- Understand the core concepts of entertainment marketing.
- Explore the relationship between entertainment content and audience behavior.
- Learn how digital transformation has influenced entertainment-based strategies.
- Identify the various channels used in entertainment marketing.
- Analyze the structure of successful entertainment campaigns.
- Distinguish between direct and indirect entertainment techniques.
- Examine the role of influencers and content creators in entertainment-driven promotion.
- Review methods for evaluating campaign effectiveness.

Course Outlines

Day 1: Introduction to Entertainment Marketing

- Definition and significance of entertainment marketing.
- Evolution of entertainment in communication strategies.
- Comparison between traditional and entertainment-focused marketing.
- Overview of global and regional campaign models.
- Audience behavior and media preferences.
- Cultural considerations in content development.

Day 2: Audience and Entertainment Content

- Understanding digital-era audience characteristics.
- Factors that drive engagement with entertainment.
- Types of entertainment content used in campaigns.
- Structuring content for different audience segments.
- Emotional and psychological triggers in content.

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

UK Training
PARTNER

- Key components for capturing attention and encouraging interaction.

Day 3: Channels and Platforms

- Traditional vs. modern media channels.
- Features of digital platforms in entertainment marketing.
- Use of video platforms and interactive content.
- Multi-channel integration in campaigns.
- Channel selection based on communication goals.
- Audience behavior across platforms.

Day 4: Messaging and Campaign Design

- Principles of crafting entertainment-based messages.
- Importance of storytelling techniques.
- Collaborating with content creators.
- Elements of a comprehensive entertainment campaign.
- Timeline planning and content scheduling.
- Ethical and cultural considerations in messaging.

Day 5: Evaluation and Analysis

- Tools for campaign evaluation.
- Key performance indicators.
- Data-driven insights and performance measurement.
- Case reviews of successful and unsuccessful campaigns.
- Audience impact analysis.
- Techniques for ongoing campaign refinement.

Why Attend This Course: Wins & Losses!

- Gain a comprehensive understanding of entertainment marketing.
- Learn about industry models and global trends.
- Explore creative strategies for message development.
- Understand how to leverage diverse platforms.
- Analyze techniques for audience engagement.
- Develop the ability to assess media campaigns.
- Acquire valuable theoretical knowledge.
- Stay informed about emerging marketing practices.

Conclusion

Entertainment marketing presents a modern framework for understanding the dynamic between brands and audiences through engaging and emotional content. This course offers structured knowledge covering essential concepts, tools, and examples to strengthen understanding of entertainment-driven strategies.

By walking through well-organized modules, participants will explore how campaigns are conceptualized, structured, and assessed. The focus remains entirely on theoretical insight, providing a robust intellectual foundation for anyone seeking to enhance their perspective in marketing communication.

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a gold pawn behind it. The text 'UK Training PARTNER' is overlaid on the right side of the board.

UK Training
PARTNER



The course is ideal for individuals looking to gain a deeper understanding of entertainment marketing trends and the techniques used to engage and influence contemporary audiences.

UK Training
PARTNER

Head Office: +44 7480 775 526
Email: Sales@blackbird-training.com
Website: www.blackbird-training.com



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)



Podgorica (Montenegro)



Batumi (Georgia)



Salzburg (Austria)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Athens (Greece)



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)

ASIA



Baku (Azerbaijan)
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Melbourne (Australia)
Korea



Phuket (Thailand)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Seoul (South)



Pulau Ujong (Singapore)



Irbid (Jordan)



Jakarta (Indonesia)



Amman (Jordan)



Beirut

UK Training
PARTNER

Blackbird Training Cities

AFRICA



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

 <p>MANNAI CORPORATION MANNAI Trading Company WLL, Qatar</p>	 <p>GAC UNE FILIALE D'EGA Alumina Corporation Guinea</p>	 <p>Booking.com Booking.com Netherlands</p>	 <p>OXFAM Oxfam GB International Organization, Yemen</p>	 <p>Capital Markets Authority Kuwait</p>
 <p>WS Waltersmith Petroman Oil Limited Nigeria</p>	 <p>QNB Qatar National Bank (QNB), Qatar</p>	 <p>Qatar Foundation Qatar</p>	 <p>AFRICAN UNION ADVISORY BOARD ON CORRUPTION Tanzania</p>	 <p>KFAS KFS Kuwait</p>
 <p>Reserve Bank of Malawi Malawi</p>	 <p>Central Bank of Nigeria Nigeria</p>	 <p>Ministry of Interior Kingdom of Saudi Arabia Ministry of Interior, KSA</p>	 <p>Mabruk Oil Company Libya</p>	 <p>Saudi Electricity Company KSA</p>
 <p>BPKH Badan Pengelola Keuangan Haji BADAN PENGELOLA KEUANGAN Haji, Indonesia</p>	 <p>NATO Italy</p>	 <p>ENI ENI CORPORATE UNIVERSITY, Italy</p>	 <p>GULF BANK Gulf Bank Kuwait</p>	 <p>General Organization for Social Insurance KSA</p>
 <p>Defence Space Administration Nigeria</p>	 <p>National Industries Group (Holding), Kuwait</p>	 <p>Hamad Medical Corporation Qatar</p>	 <p>USAID Pakistan</p>	 <p>STC STC Solutions, KSA</p>
 <p>North Oil Company North Oil company,</p>	 <p>EKO EKO Electricity</p>	 <p>OMAN BROADBAND Oman Broadband</p>	 <p>UNITED NATIONS UN.</p>	 <p>Authority for Electricity Regulation, Oman Authority for</p>

UK Training
PARTNER

Blackbird Training Categories

Management & Admin

Entertainment & Leisure
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

Artificial Intelligence (AI)
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

