

Fundamentals of Entertainment Marketing

Maldives (Maldives)

3 - 7 November 2025

UK Training

PARTNER



Fundamentals of Entertainment Marketing

Code: EL28 From: 3 - 7 November 2025 City: Maldives (Maldives) 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.

The logo for UK Training Partner features the text 'UK Training' in a small, black sans-serif font above the word 'PARTNER' in a large, bold, black sans-serif font. The background of the logo is a stylized chessboard with several chess pieces (a king, a queen, a rook, and a pawn) in gold and silver, set against a backdrop of concentric circles.

- 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 silver knight behind it. The board is white and black squares, with a subtle circular pattern in the background.

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.

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a knight) in gold and silver. The board is checkered and has a subtle grid pattern. In the background, there are concentric circles radiating from the pieces.

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)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)
(Switzerland)



Paris (France)



Athens (Greece)



Barcelona (Spain)



Munich (Germany)



Geneva



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich



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



MANNAI Trading
Company WLL,
Qatar



Alumina Corporation
Guinea



Booking.com
Netherlands



Oxfam GB International
Organization,
Yemen



Capital Markets
Authority,
Kuwait



Waltersmith Petroman Oil Limited
Nigeria



Qatar National Bank
(QNB),
Qatar



Qatar Foundation,
Qatar



AFRICAN UNION ADVISORY
BOARD ON CORRUPTION,
Tanzania



KFAS
Kuwait



Reserve Bank of
Malawi,
Malawi



Central Bank of Nigeria
Nigeria



Ministry of Interior
Kingdom of Saudi Arabia
KSA



Mabruk Oil Company
Libya



Saudi Electricity
Company,
KSA



BADAN PENGELOLA
KEUANGAN Haji,
Indonesia



NATO
Italy



ENI CORPORATE
UNIVERSITY,
Italy



Gulf Bank
Kuwait



General Organization for
Social Insurance
KSA



Defence Space Administration
Nigeria



National Industries
Group (Holding),
Kuwait



Hamad Medical
Corporation,
Qatar



USAID
Pakistan



STC Solutions,
KSA



North Oil company,



EKO Electricity



Oman Broadband



UNITED NATIONS
UN.



Authority for

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

