Fundamentals of Entertainment Marketing

Washington (USA)

2 - 6 February 2026

UK Traininig
PARTNER

Fundamentals of Entertainment Marketing

Code: EL28 From: 2 - 6 February 2026 City: Washington (USA) 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.

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

- 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.

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

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 Traininig
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)

Cascais (Portugal)

Glasgow (Scotland)

Edinburgh (UK)

Oslo (Norway)

Annecy (France)

Bordeax (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)

UK Traininig
PARTNER

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

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)

UK Traininig
PARTNER

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,
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 Administraion
Nigeria

National Industries Group (Holding),
Kuwait

Hamad Medical Corporation,
Qatar

USAID
Pakistan

STC Solutions,
KSA

North Oil company,

EKO Electricity

Oman Broadband

UN.

Authority for

UK Traininig
PARTNER

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

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 Traininig
PARTNER

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