

# € TRAINING

Marketing Communications and Media  
Planning

A group of four smiling business professionals (three men and one woman) are seated at a table in a meeting room. They are all wearing white shirts. The woman in the foreground is wearing a black top and a multi-strand necklace. The background is a bright, modern office environment.

23 - 27 September 2024  
Lisbon (Portugal)



# Marketing Communications and Media Planning

REF: R1370 DATE: 23 - 27 September 2024 Venue: Lisbon (Portugal) - Fee: 5940 Euro

## Introduction:

This training program is designed to empower participants with the knowledge and skills required to excel in the dynamic realm of promotional strategies and media selection. Participants will gain proficiency in crafting compelling messages and identifying the most suitable channels for dissemination. This program covers essential topics such as advertising, public relations, direct marketing, and digital media, providing participants with a holistic understanding of effective communication strategies. Participants will be able to conducting audience analysis, devising strategic communication plans, and optimizing media budgets for maximum impact.

## Program Objectives:

By the end of this program, participants will be able to:

- Understand the core principles of marketing communications and media planning.
- Develop skills in crafting targeted messages for diverse audiences.
- Analyze audience demographics and media consumption habits to inform strategic decisions.
- Select and utilize appropriate media channels effectively.
- Optimize budget allocation for maximum impact.
- Stay updated on industry trends and innovations for ongoing professional growth.

## Targeted Audience:

- Marketing professionals improving strategic communication skills.
- Advertising and PR practitioners enhancing media selection understanding.
- Business owners crafting effective promotional strategies.
- Professionals broadening skills in market research, branding, or digital marketing.
- Communication managers overseeing organizational marketing efforts.

## Program Outlines:

Unit 1.

Strategic communication planning:

- Understand the role of strategic planning in marketing communications.
- Identify target audiences and their communication preferences.
- Develop clear and measurable communication objectives.
- Create compelling messaging tailored to audience demographics.
- Select appropriate communication channels for message dissemination.
- Evaluate the effectiveness of communication strategies through metrics and feedback.

## Unit 2.

### Media landscape analysis:

- Analyze current trends and developments in various media platforms.
- Understand the strengths and limitations of different media channels.
- Conduct audience research to identify media consumption habits.
- Evaluate the reach and impact of potential media channels.
- Determine the relevance of emerging media technologies for communication campaigns.
- Stay updated on changes in the media landscape to adapt strategies accordingly.

## Unit 3.

### Creative content development:

- Brainstorm creative ideas aligned with communication objectives.
- Develop engaging and persuasive content for different media formats.
- Incorporate storytelling techniques to resonate with target audiences.
- Ensure consistency of messaging across various communication channels.
- Utilize visual and multimedia elements to enhance content effectiveness.
- Test and iterate content based on audience feedback and performance metrics.

## Unit 4.

### Budget allocation and media planning:

- Understand the principles of budgeting for marketing communication campaigns.

- Allocate budget resources effectively across different media channels.
- Negotiate media buying agreements to maximize value and reach.
- Develop media plans that optimize reach, frequency, and impact.
- Monitor and adjust media spending based on campaign performance.
- Analyze return on investment ROI to assess the effectiveness of media expenditures.

## Unit 5.

### Campaign implementation and evaluation:

- Develop detailed implementation timelines and action plans.
- Coordinate with internal teams and external partners to execute communication campaigns.
- Monitor campaign performance against predetermined objectives.
- Collect and analyze data to measure the impact of communication efforts.
- Identify strengths, weaknesses, opportunities, and threats SWOT for future improvement.
- Prepare comprehensive reports and presentations to communicate campaign results to stakeholders.