

€ TRAINING

Marketing Communications and Brand
Management

A group of four smiling business professionals (two men and two women) 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 blurred office setting with large windows.

2 - 6 September 2024
Lisbon (Portugal)



Marketing Communications and Brand Management

REF: R1658 DATE: 2 - 6 September 2024 Venue: Lisbon (Portugal) - Fee: 5940 Euro

Introduction:

This training program designed to equip participants with the knowledge and skills necessary to effectively communicate brand messages and manage brand identity. It aims to empower participants to drive brand awareness, loyalty, and equity through effective marketing communications strategies.

Participants will explore the principles of marketing communications, including advertising, public relations, and digital marketing. This program emphasizes the strategic integration of communication tactics to build and maintain brand equity, they will also learn how to develop cohesive brand messaging and imagery that resonates with target audiences.

Program Objectives:

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

- Understand the principles of marketing communications and brand management.
- Learn how to develop and implement cohesive brand messaging across various channels.
- Explore different communication tactics, including advertising, public relations, and digital marketing.
- Gain proficiency in strategic brand identity development and management.
- Acquire skills to effectively communicate brand values and resonate with target audiences.
- Learn how to measure and evaluate the effectiveness of marketing communications strategies.

Targeted Audience:

- Marketing professionals enhancing communication and brand skills.
- Brand managers maintaining and strengthening brand identity.
- PR professionals integrating communication with brand management.
- Business owners developing and promoting brands effectively.
- Advertising executives improving brand messaging strategies.
- Digital marketers aligning communication with brand objectives.
- Communication specialists managing brand reputation.

Program Outlines:

Unit 1.

Introduction to marketing communications and brand management:

- Understanding the significance of marketing communications in brand building.
- Exploring the role of brand management in shaping consumer perceptions.
- Identifying key components of effective brand communication strategies.
- Setting objectives and expectations for the training program.
- Establishing a foundation for integrated marketing communications.
- Familiarizing with terminology and concepts in brand management.

Unit 2.

Developing brand messaging and positioning:

- Crafting a unique brand identity that resonates with target audiences.
- Defining brand values, personality, and voice.
- Conducting market research to understand consumer preferences and perceptions.
- Creating brand positioning strategies to differentiate from competitors.
- Developing consistent messaging across various communication channels.
- Aligning brand messaging with overall marketing objectives.

Unit 3.

Implementing marketing communication channels:

- Exploring diverse communication channels, including traditional and digital media.
- Developing integrated marketing communication plans.
- Leveraging advertising, public relations, and digital marketing tactics.
- Creating compelling content for different communication platforms.
- Implementing social media strategies to engage with audiences.
- Measuring the effectiveness of communication channels and adjusting strategies accordingly.

Unit 4.

Managing brand reputation and crisis communication:

- Understanding the importance of brand reputation management.
- Monitoring and assessing brand sentiment and online reputation.
- Developing strategies to enhance brand credibility and trustworthiness.
- Creating crisis communication plans to effectively manage adverse situations.
- Handling negative publicity and addressing stakeholder concerns.
- Implementing proactive measures to safeguard brand reputation.

Unit 5.

Evaluating and optimizing marketing communication strategies:

- Measuring key performance indicators KPIs to evaluate campaign effectiveness.
- Analyzing consumer feedback and insights to refine communication strategies.
- Conducting post-campaign evaluations to assess ROI and impact.
- Identifying areas for improvement and implementing optimization strategies.
- Continuously monitoring industry trends and adapting communication strategies accordingly.
- Incorporating learnings into future marketing communication plans.