

€ 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 blurred, showing a modern office environment with large windows.

12 - 16 January 2025
Dubai (UAE)



Marketing Communications and Media Planning

REF: R1370 DATE: 12 - 16 January 2025 Venue: Dubai (UAE) - Fee: 4400 Euro

Introduction:

This training program is designed to equip participants with the skills and knowledge to craft impactful marketing communications and develop effective media plans. It covers the essentials of strategic message development, media selection, and campaign evaluation, empowering participants to align marketing initiatives with organizational objectives and audience needs.

Program Objectives:

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

- Understand the principles of marketing communications and their role in brand strategy.
- Develop compelling messages tailored to target audiences.
- Design and implement effective media plans for various platforms.
- Analyze campaign performance and optimize future strategies.
- Align marketing communications with organizational goals and consumer trends.

Target Audience:

- Marketing professionals and managers.
- Advertising specialists.
- Brand managers and strategists.
- Media planners and buyers.
- Business owners aiming to enhance their marketing impact.

Program Outline:

Unit 1:

Foundations of Marketing Communications:

- The role of marketing communications in brand building.
- Key components of an integrated marketing communications IMC strategy.

- Understanding audience behavior and segmentation.
- Aligning messaging with organizational objectives.
- Exploring the latest trends in marketing communications.

Unit 2:

Crafting Compelling Marketing Messages:

- Principles of persuasive communication.
- Developing brand narratives and storytelling techniques.
- Tailoring messages for different audience demographics.
- Ensuring consistency across multiple communication channels.
- Evaluating the emotional and rational appeal of marketing messages.

Unit 3:

Media Planning and Strategy Development:

- Fundamentals of media planning and budgeting.
- Choosing the right media mix for target audiences.
- Evaluating the effectiveness of traditional vs. digital media.
- Timing and scheduling for optimal campaign reach.
- Tools and techniques for media selection and optimization.

Unit 4:

Campaign Execution and Performance Monitoring:

- Launching marketing campaigns across various platforms.
- Tracking key performance indicators KPIs for campaign success.
- Analyzing audience engagement metrics and adjusting strategies.
- How to use data analytics tools for real-time campaign insights.
- Ensuring compliance with ethical and legal advertising standards.

Unit 5:

Optimizing and Future-Proofing Media Plans:

- Conducting post-campaign analysis for continuous improvement.
- Integrating feedback into future marketing strategies.
- Exploring innovations in media planning and digital marketing.
- Aligning media plans with evolving consumer behavior trends.
- Building agile marketing strategies for dynamic markets.