



Training Course:
Mastering Marketing: The Comprehensive
Diploma Program in Communications and Media
Planning
13 - 17 May 2024
Accra (Ghana)

Training Course: Mastering Marketing: The Comprehensive Diploma Program in Communications and Media Planning

Training Course code: SM1981 From: 13 - 17 May 2024 Venue: Accra (Ghana) - Training Course Fees: 5950 € Euro

Introduction

The Mastering Marketing: Comprehensive Diploma Program in Communications and Media Planning is a rigorous and comprehensive training program designed to equip participants with the knowledge and skills needed to excel in the dynamic field of marketing. This program provides a deep understanding of marketing principles, effective communication strategies, media planning, and digital marketing techniques. Participants will learn how to develop integrated marketing communications plans, execute impactful campaigns, and measure their success. Through a combination of theoretical knowledge, practical exercises, case studies, and industry insights, participants will gain the expertise required to thrive in the fast-paced world of marketing and communications.

Methodologies

The program utilizes a blended learning approach, combining various methodologies to ensure a holistic and engaging learning experience:

1. **Online Lectures and Tutorials:** Participants will have access to high-quality pre-recorded lectures and tutorials covering the program's core concepts and practical applications. These resources can be accessed at any time, allowing participants to learn at their own pace.
2. **Case Studies and Practical Exercises:** Real-world case studies and practical exercises will be provided to help participants apply their knowledge and skills to solve marketing challenges. These activities will enhance their problem-solving abilities and critical thinking skills.
3. **Live Webinars and Q&A Sessions:** Regular live webinars and interactive Q&A sessions will be conducted by industry experts and experienced instructors. Participants will have the opportunity to engage directly with these professionals, seek clarification on concepts, and receive valuable feedback on their work.
4. **Discussion Forums:** An online platform will facilitate participant interaction, allowing them to engage in discussions, share insights, and collaborate with fellow participants. This fosters a sense of community and provides opportunities for networking.

Target Audience

The Mastering Marketing program is ideal for individuals who are interested in or already working in marketing, communications, advertising, or related fields. The program caters to:

1. **Marketing Professionals:** Individuals seeking to enhance their marketing knowledge and skills to advance their careers and stay up to date with the latest industry trends.
2. **Communication Specialists:** Professionals involved in developing communication strategies, brand management, public relations, or corporate communications, who want to deepen their understanding of marketing principles and media planning.
3. **Entrepreneurs and Business Owners:** Individuals running their own businesses or startups who want to

learn effective marketing and communication techniques to promote their products or services.

4. Recent Graduates: Individuals who have recently completed their studies in marketing, communications, or related fields and want to gain practical knowledge and skills to kick-start their careers.

Objectives

By the end of the Mastering Marketing program, participants will:

1. Gain a comprehensive understanding of marketing principles, concepts, and best practices.
2. Develop effective communication strategies and objectives to engage target audiences.
3. Learn to create integrated marketing communications plans and ensure brand consistency across various channels.
4. Master the art of media planning, buying, and budgeting to maximize campaign impact.
5. Acquire digital marketing skills and knowledge to leverage the power of online platforms.
6. Explore creative development techniques and execute successful marketing campaigns.
7. Learn to measure and analyze marketing performance using key metrics and analytics tools.
8. Enhance problem-solving, critical thinking, and decision-making abilities in marketing contexts.
9. Network with industry professionals and peers, fostering collaboration and career opportunities.

Training Program Outline

Day 1: Introduction to Marketing and Communications Planning

- Understanding the marketing landscape and its evolving trends
- Key marketing principles and concepts for effective communication planning
- Conducting market research and analysis to inform communication strategies.
- Identifying and segmenting target audiences for precise messaging
- Crafting compelling communication objectives

Day 2: Integrated Marketing Communications IMC and Brand Management

- Exploring the role and benefits of integrated marketing communications
- Developing an IMC plan that aligns with business objectives.
- Ensuring brand consistency across multiple communication channels
- Leveraging storytelling techniques to enhance brand messaging.
- Evaluating and measuring the effectiveness of IMC campaigns

Day 3: Media Planning and Buying Strategies

- Fundamentals of media planning and its impact on communication success
- Understanding different media channels and their unique characteristics
- Conducting media research and audience measurement for informed decisions
- Developing media strategies and tactics to maximize reach and engagement.
- Budgeting considerations and effective media buying techniques.

Day 4: Digital Marketing and Social Media Integration

- Introduction to digital marketing and its role in modern communication
- Search engine optimization SEO techniques to improve online visibility.
- Leveraging pay-per-click PPC advertising for targeted campaigns.
- Developing social media marketing strategies for brand promotion
- Content marketing and storytelling in the digital landscape

Day 5: Creative Development and Performance Measurement

- The creative development process and its impact on effective communication
- Copywriting and visual communication techniques to engage target audiences.
- Campaign execution and management best practices
- Testing, tracking, and optimization strategies for continuous improvement
- Marketing analytics and performance measurement to assess campaign success.

Registration form on the Training Course: Mastering Marketing: The Comprehensive Diploma Program in Communications and Media Planning

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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Company Name:
Address:
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Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng):
Position:
Telephone / Mobile:
Personal E-Mail:
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Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
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3 Oudai street, Aldouki,
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