Training Course:
Strategy on Marketing and Communication

20 - 24 October 2025
Madrid (Spain)
Pestana CR7 Gran Vía

Training Course:
Strategy on Marketing and Communication

Training Course code: LS235135 From: 20 - 24 October 2025 Venue: Madrid (Spain) - Pestana CR7 Gran Vía Training Course Fees: 5500 ⏢ Euro

Introduction:

Welcome to the "Strategy on Marketing and Communication" training program, designed by Global Horizon Training Center. In today's rapidly evolving business landscape, effective marketing and communication strategies are essential for organizations to stand out, connect with their target audience, and achieve their goals. This comprehensive program is tailored to equip participants with the knowledge and skills needed to develop and implement successful marketing and communication strategies.

Objectives:

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

- Understand the fundamentals of marketing and communication strategies.

- Identify the key elements of a successful marketing plan.

- Develop clear and compelling messaging for different target audiences.

- Utilize digital platforms and tools to enhance marketing efforts.

- Analyze and measure the effectiveness of marketing campaigns.

- Adapt strategies to changing market dynamics.

Methodology:

This program employs a blend of interactive lectures, hands-on exercises, case studies, group discussions, and practical simulations. Participants will have the opportunity to learn from industry experts and engage in real-world scenarios to solidify their understanding of marketing and communication strategies.

Target Audience:

This training program is designed for marketing professionals, communication specialists, business owners, entrepreneurs, and anyone interested in enhancing their knowledge and skills in developing effective marketing and communication strategies.

Outlines:

Day 1:

Fundamentals of Marketing and Communication

- Introduction to the program and overview of the training objectives.
- Importance of integrated marketing and communication strategies.
- Key differences between marketing and communication.
- Understanding the marketing funnel: Awareness, Interest, Desire, Action AIDA.

Day 2:

Building a Comprehensive Marketing Plan

- Elements of a marketing plan: Situation analysis, objectives, target audience, strategies, tactics, budget, timeline.
- Defining target audiences: Segmentation, personas, and customer journey mapping.
- Crafting effective marketing messages: USP Unique Selling Proposition and value propositions.
- Workshop: Developing a mock marketing plan for a provided scenario.

Day 3:

Digital Tools and Platforms

- Introduction to digital marketing and its role in modern strategies.
- Social media marketing: Choosing platforms, content strategy, engagement techniques.
- Content marketing and storytelling: Creating compelling narratives.
- Search Engine Optimization SEO basics for improved online visibility.

Day 4:

Implementing and Measuring Campaigns

- Translating strategies into actionable campaigns.
- Budget allocation and resource management.
- Key performance indicators KPIs and measuring success.
- Introduction to marketing analytics tools.

Day 5:

Adapting Strategies in a Changing Landscape

- Navigating market trends and staying ahead of competition.
- The role of innovation in marketing and communication.
- Crisis communication: Handling challenges and reputation management.

Registration form on the Training Course:
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Payment Method

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