



*Training Course:
The Advanced Complete Program of Marketing,
Communications & Media Planning*

*1 - 5 December 2025
Lisbon (Portugal)*

Training Course: The Advanced Complete Program of Marketing, Communications & Media Planning

Training Course code: SM235021 From: 1 - 5 December 2025 Venue: Lisbon (Portugal) - Training Course Fees: 5750 € Euro

Introduction

Marketing is the cornerstone of every successful business. To stay ahead of the competition, companies need to be able to effectively market their products and services. This five-day training program is designed to provide participants with an in-depth understanding of the role of promotion and the marketing mix. The training program will cover topics such as the key elements of the marketing mix, the role of promotion, and the different types of promotions. Participants will also learn about event management, launching an advertising campaign, developing a promotional campaign, and digital marketing strategies.

Methodologies

The training program will use a combination of lectures, case studies, group discussions, and practical exercises. Participants will have the opportunity to work on real-life scenarios and gain hands-on experience in developing marketing strategies. The program will be conducted by experienced marketing professionals with a proven track record in the field.

Objectives

The primary objective of this training program is to provide participants with the necessary knowledge and skills to develop and implement effective marketing strategies.

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

- Understand the key components of the marketing mix and the role of promotion
- Identify the different types of promotions and their objectives
- Develop strategies for the promotional mix across product life cycle PLC
- Plan and execute successful events
- Launch effective advertising campaigns
- Develop and implement promotional campaigns
- Understand the key components of digital marketing and develop digital marketing strategies

Target Audience

This training program is designed for marketing professionals, entrepreneurs, public relations officers, event managers, and anyone who is interested in learning more about marketing strategies. It is also suitable for those who are planning to start a business or launch a new product or service. Participants should have a basic

understanding of marketing concepts and principles.

Course Outlines

Day 1: The Role of Promotion and the Marketing Mix

- Introduction to Marketing Mix: Product, Price, Place, Promotion
 - Elements of the Marketing Mix
 - The role of Promotion in Marketing Mix
 - Key differences between Promotion and Advertising
- Types of Promotions and their Objectives
 - Advertising
 - Sales Promotion
 - Personal Selling
 - Public Relations
- Strategies for Promotional Mix across Product Life Cycle PLC
 - Introduction to PLC
 - Different stages of PLC
 - Promotional Mix strategies for each stage of PLC

Day 2: Event Management: Creating Company or Brand Exposure

- Introduction to Event Marketing
 - Key components of Event Marketing
 - Advantages of Event Marketing over Traditional Marketing
- Types of Events
 - Trade Shows
 - Product Launches
 - Conferences and Seminars
 - Sponsorship
- Event Planning and Execution

- Budgeting
- Venue Selection and Management
- Marketing and Promotion of Events
- Measuring Event Success
 - Key Metrics to Measure Event Success
 - Evaluating the ROI of Events

Day 3: Launching an Advertising Campaign

- Introduction to Advertising
 - Advertising Objectives and Goals
 - Key differences between Advertising and Promotion
- Integrated Marketing Communications IMC
 - Definition of IMC
 - IMC Planning Process
- Developing an Advertising Campaign
 - Understanding the Target Audience
 - Creative Strategy Development
 - Media Planning and Buying
- Evaluating the Effectiveness of Advertising Campaigns
 - Measuring Advertising Success
 - Key Metrics for Advertising Effectiveness

Day 4: The Framework of Promotional Campaigns

- Introduction to Promotional Campaigns
 - Key components of a Promotional Campaign
 - Advantages of Promotional Campaigns over Traditional Marketing
- Developing a Promotional Campaign

- Understanding the Target Audience
- Creative Strategy Development
- Media Planning and Buying
- Measuring Promotional Campaign Success
 - Key Metrics to Measure Promotional Campaign Success
 - Evaluating the ROI of Promotional Campaigns

Day 5: Digital Marketing Campaign Strategies

- Introduction to Digital Marketing
 - Key Components of Digital Marketing
 - Advantages of Digital Marketing over Traditional Marketing
- Types of Digital Marketing Channels
 - Search Engine Marketing
 - Social Media Marketing
 - Email Marketing
 - Mobile Marketing
 - Display Advertising
- Developing a Digital Marketing Campaign
 - Understanding the Target Audience
 - Creative Strategy Development
 - Media Planning and Buying
- Measuring Digital Marketing Success
 - Key Metrics to Measure Digital Marketing Success
 - Evaluating the ROI of Digital Marketing

Registration form on the Training Course: The Advanced Complete Program of Marketing, Communications & Media Planning

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

Delegate Information

Full Name (Mr / Ms / Dr / Eng):
Position:
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Personal E-Mail:
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Company Information

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Address:
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Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng):
Position:
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Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
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