



*Training Course:
Mastering Marketing and Communications*

*4 - 15 August 2025
Lisbon (Portugal)*

Training Course: Mastering Marketing and Communications

Training Course code: SM235024 From: 4 - 15 August 2025 Venue: Lisbon (Portugal) - Training Course Fees: 9100 € Euro

Introduction

'Mastering Marketing and Communications' is the art and business of developing and communicating messages that provide consumers with information about products, services, and ideas. Marketing communications are exciting, creative, demanding, rewarding, and challenging. This course is designed to provide training in the theoretical and practical aspects of modern marketing communications. Participants will review the many marketing tools available, digital or conventional, and learn about the whole advertising and communication function using a variety of media techniques geared for campaign success.

Course Objectives of Mastering Marketing and Communications

- Describe the field of marketing communication and explain the characteristics of successful campaigns offline and online
- Optimize visibility of brand or company image by exercising well-rounded knowledge of event concepts and strategies
- Define the principles of Integrated Marketing Communication IMC and describe how companies apply these principles to ensure messages are heard by both consumers and businesses
- Apply the insights and skills needed to manage special marketing communications issues and create successful solutions
- Recognize and implement social media vehicles and tactics to maximize the marketing campaign return on investment

Course Outlines of Mastering Marketing and Communications

Day 1: The role of promotion and the marketing mix

- An overview of the marketing mix
- The role of promotion in marketing
- The elements of the promotion mix
 - Advertising
 - Personal selling
 - Public relations

- Sales promotion
- Promotion mix strategies across the Product Life Cycle PLC

Day 2: Event management: creating a company or brand exposure

- Creating an event concept
- Key elements of event design
- Event planning and execution
- Aligning event elements with the company or brand identity
- Creating an event check-list

Day 3: Launching an advertising campaign

- Marketing communications objectives
- Characteristics of a successful campaign
- Steps in creating an advertising campaign
- A typical IMC plan template:
 - Situational analysis
 - SWOT analysis
 - Marketing communications objectives
 - Marketing communications message objectives
 - Marketing communications strategies
 - Marketing communications mix
 - Marketing communications budget
 - Marketing communications media scheduling
 - Marketing communication implementation, monitoring and control
- The role of the advertising agency
- Typical full-service agency organization
- What to ask from the advertising agency

- Team workshop: launching a full MARCOM campaign

Day 4: The framework of promotional campaigns

- Assessing the brand's strengths and weaknesses
- Identifying a clear positioning
- Identifying the target market
- Selecting a consistent message
- Evaluating different creative briefs
- Agreeing on the final strategic copy

Day 5: Digital marketing campaign strategies

- Traditional versus digital marketing
- Some digital marketing tools
 - Facebook
 - Twitter
 - LinkedIn
 - Google plus
- Email marketing
- Mobile marketing
- Pay per click marketing
- Preparing and managing a digital marketing campaign
- Website analytics: measuring the effectiveness of digital marketing

Day 6: 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 7: 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 8: 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 9: 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 10: 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: Mastering Marketing and Communications

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

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