



*Training Course:
Media and Advertising Campaign Planning*

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

Training Course: Media and Advertising Campaign Planning

Training Course code: SM236028 From: 20 - 24 October 2025 Venue: Madrid (Spain) - Pestana CR7 Gran Vía Training Course Fees: 5500 € Euro

Introduction

In an era defined by rapid digital transformation and a hyper-connected audience, successful media and advertising campaign planning is not just about creativity—it's about strategy, precision, and impact. The "Media and Advertising Campaign Planning" training program, developed by Global Horizon Training Center, is designed to provide professionals in managerial roles with the essential knowledge and tools to plan, execute, and evaluate high-performance media campaigns across traditional and digital platforms.

This comprehensive course enables managers to align marketing strategies with business goals, segment target audiences effectively, craft compelling messages, select the right media mix, and measure ROI with confidence. As advertising budgets continue to shift toward digital and performance-driven models, there's a growing demand for managers who can lead campaigns with both creativity and data-backed decisions.

Objectives

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

- Understand the full lifecycle of media and advertising campaign planning.
- Analyze market trends and consumer behavior to develop targeted campaigns.
- Define campaign objectives, messaging, budgets, timelines, and KPIs.
- Select and integrate media channels TV, radio, print, digital, social media, OOH.
- Build cross-platform campaign strategies and calendars.
- Manage agency relationships and media buying processes effectively.
- Monitor campaign performance and optimize based on analytics and insights.
- Lead integrated advertising efforts across departments and stakeholders.

Course Methodology

The course uses an interactive and hands-on approach, combining:

- Expert-led Sessions - Theoretical and strategic guidance by media professionals.
- Real-World Case Studies - Analysis of successful and failed campaigns.
- Group Workshops & Simulations - Campaign development exercises and presentations.

- Toolkits and Templates - Practical materials to implement campaigns post-course.
- Role Playing - Client and agency dynamics in planning and pitching.
- Interactive Media Planning Tools - Exposure to planning software and media calendars.

Organizational Impact

Organizations that invest in this training will gain:

- Stronger strategic alignment between marketing, branding, and business goals.
- Increased campaign ROI through data-driven planning and execution.
- More consistent and coherent brand messaging across all platforms.
- Enhanced internal collaboration between marketing, digital, and communications teams.
- Higher levels of audience engagement and brand awareness.
- Reduced waste in media spend through effective channel selection and targeting.

Target Audience

This program is tailored for:

- Marketing and Brand Managers
- Corporate Communications Managers
- Advertising and Media Planning Professionals
- Campaign and Digital Marketing Managers
- Public Relations Officers
- Creative Directors and Content Strategy Leaders
- Executives overseeing outsourced advertising and media agencies

Outlines

Day 1: Strategic Foundations of Campaign Planning

- The Role of Media and Advertising in the Marketing Mix
- Consumer-Centric Campaign Strategy: Insights and Positioning

- Setting SMART Campaign Goals Awareness, Lead Gen, Engagement
- Understanding Paid, Owned, and Earned Media
- Case Study: Brand Campaign Analysis

Day 2: Audience Targeting and Message Crafting

- Market Segmentation, Personas, and Targeting Tactics
- Developing a Value Proposition and Campaign Messaging Framework
- Copywriting, Visual Strategy, and Storytelling for Campaigns
- Message Adaptation Across Media Channels

Day 3: Media Strategy and Channel Selection

- Media Planning and Buying Basics
- Choosing the Right Mix: TV, Radio, Digital, Print, OOH, Influencer
- Media Calendar Creation and Budget Allocation
- Programmatic Advertising and Real-Time Bidding RTB

Day 4: Campaign Execution and Agency Management

- Collaborating with Media and Creative Agencies
- Briefing Process and Project Management in Campaigns
- Campaign Timeline, Workflow, and Deliverables Management
- Regulatory Considerations and Brand Guidelines
- Simulation: Client-Agency Campaign Pitching Session

Day 5: Monitoring, Optimization, and Reporting

- Campaign KPIs and Performance Metrics
- Media Analytics Tools Google Ads, Meta Business Suite, Nielsen, etc.
- Conversion Tracking and Attribution Models
- Post-Campaign Evaluation: Lessons Learned and Reporting Formats

- Final Workshop: Design, Present, and Review a Full Campaign Plan

Registration form on the Training Course: Media and Advertising Campaign Planning

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

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Payment Method

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