



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

*2 - 6 November 2026
Milan (Italy)*

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

Training Course code: SM234616 From: 2 - 6 November 2026 Venue: Milan (Italy) - Training Course Fees: 5775 € Euro

Introduction

This training program is designed by [Global Horizon Training Center](#) to equip professionals with the strategic and practical expertise required to design, manage, and optimize integrated marketing communications IMC in today's dynamic business environment.

Advertising and marketing communications represent both an art and a discipline—combining creativity with strategic planning to deliver impactful messages across multiple channels. This program provides a comprehensive understanding of how to plan and execute successful campaigns using both traditional and digital media.

Participants will explore the full marketing communications function, from campaign planning and media selection to execution and performance measurement, ensuring maximum visibility, engagement, and return on investment.

Course Objectives

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

- Understand the fundamentals of marketing communications and campaign design
- Identify characteristics of successful integrated campaigns offline & online
- Apply Integrated Marketing Communication IMC principles effectively
- Design and manage promotional and advertising campaigns
- Utilize event management as a strategic communication tool
- Leverage digital platforms and social media to enhance campaign ROI
- Develop and implement comprehensive media planning strategies
- Measure and evaluate marketing communication effectiveness

Target Audience

- Marketing and Communications Professionals
- Brand Managers and Marketing Managers
- Public Relations Specialists
- Digital Marketing Professionals
- Media Planners and Advertising Executives
- Business Development Professionals

Training Outline

Day 1: Marketing Communications & Promotion Mix

- Overview of the marketing mix
- Role of promotion in marketing strategy
- Elements of the promotion mix:
 - Advertising
 - Personal selling
 - Public relations
 - Sales promotion
- Promotion strategies across the Product Life Cycle PLC
- Integrating promotional tools for maximum impact

Day 2: Event Management for Brand Exposure

- Role of events in marketing communications
- Creating effective event concepts
- Key elements of event design and planning
- Aligning events with brand identity
- Event execution and management
- Developing event checklists and operational plans

Day 3: Advertising Campaign Development & IMC Planning

- Marketing communication objectives
- Characteristics of successful campaigns
- Steps in developing advertising campaigns
- Integrated Marketing Communication IMC plan structure:
 - Situational analysis
 - SWOT analysis
 - Communication objectives
 - Message strategy
 - Media mix and budget
 - Scheduling and implementation
- Role of advertising agencies and collaboration models
- Workshop: Developing a full MARCOM campaign

Day 4: Strategic Framework for Promotional Campaigns

- Analyzing brand strengths and weaknesses
- Defining brand positioning
- Identifying target audiences
- Crafting consistent and impactful messaging
- Developing creative briefs
- Evaluating and selecting campaign concepts
- Finalizing strategic communication content

Day 5: Digital Marketing & Media Planning Strategies

- Traditional vs. digital marketing approaches
- Overview of key digital marketing tools and platforms:
 - Social media Facebook, LinkedIn, Twitter, etc.
 - Email marketing

- Mobile marketing
- Pay-per-click PPC advertising
- Planning and managing digital campaigns
- Media planning and channel selection
- Website analytics and performance measurement
- Evaluating campaign effectiveness and ROI

Registration form on the Training Course: The 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

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Payment Method

- Please find enclosed a cheque made payable to Global Horizon
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