



*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

'Advertising and marketing 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 The Complete Program of Marketing, Communications and Media Planning

- 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 The Complete Program of Marketing, Communications and Media Planning

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

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

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