



Training Course:
Mastering Marketing: The Comprehensive
Diploma Program in Communications and Media
Planning
2 - 6 November 2026
Rome (Italy)

Training Course: Mastering Marketing: The Comprehensive Diploma Program in Communications and Media Planning

Training Course code: SM1981 From: 2 - 6 November 2026 Venue: Rome (Italy) - Training Course Fees: 6050 € Euro

Introduction

Modern marketing requires a strategic integration of communication, media planning, digital channels, and data-driven decision-making. Organizations must effectively deliver the right message to the right audience through the right channels to maximize impact and return on investment.

This comprehensive diploma program, designed by Global Horizon Training Center, equips participants with advanced marketing knowledge, communication strategies, and media planning expertise to design, execute, and optimize integrated marketing campaigns across traditional and digital platforms.

Course Objectives

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

- Develop integrated marketing communication IMC strategies
- Plan and execute effective media campaigns
- Analyze target audiences and consumer behavior
- Allocate budgets and optimize media spend
- Utilize digital marketing channels and tools
- Measure campaign performance and ROI
- Create compelling communication strategies
- Align marketing efforts with business objectives

Target Audience

This program is designed for:

- Marketing and Communication Professionals
- Media Planners and Buyers
- Brand and Product Managers
- Digital Marketing Specialists
- Advertising and PR Professionals
- Entrepreneurs and Business Owners

Outline

Day 1: Marketing Foundations and IMC Concepts

- Marketing principles and frameworks
- Integrated Marketing Communications IMC
- Role of communication in marketing strategy
- Customer journey and touchpoints
- Market positioning

Day 2: Consumer Behavior and Market Analysis

- Understanding consumer decision-making
- Segmentation, targeting, positioning STP
- Market research fundamentals
- Behavioral insights and trends
- Competitor analysis

Day 3: Branding and Communication Strategy

- Brand identity and positioning
- Message development and storytelling
- Communication channels and content strategy
- Emotional branding
- Case examples

Day 4: Media Planning Fundamentals

- Media types traditional vs digital
- Media planning process
- Audience reach and frequency
- Media mix strategies
- Budget allocation basics

Day 5: Digital Marketing Channels

- Social media marketing strategies
- Search engine marketing SEO/SEM
- Email marketing and automation
- Content marketing
- Influencer marketing

Day 6: Media Buying and Campaign Execution

- Media buying strategies
- Negotiation with media vendors
- Campaign setup and launch
- Scheduling and optimization
- Ad formats and platforms

Day 7: Data Analytics and Performance Measurement

- Marketing KPIs and metrics
- Campaign performance analysis

- Google Analytics basics
- Data visualization and reporting
- ROI measurement

Day 8: Budgeting and Financial Planning in Marketing

- Marketing budgeting techniques
- Cost optimization
- Financial evaluation of campaigns
- Forecasting and planning
- Risk management

Day 9: Advanced Communication and Media Optimization

- Omnichannel marketing strategies
- Personalization and customer experience
- AI in marketing and media planning
- Optimization techniques
- Continuous improvement

Day 10: Capstone Project and Case Studies

- Developing a full marketing and media plan
- Real-world case studies
- Presentation and evaluation
- Feedback and improvement
- Action planning for implementation

Registration form on the Training Course: Mastering Marketing: The Comprehensive Diploma Program in Communications and Media Planning

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