



*Training Course:
Mastering Marketing and Communications*

*18 - 29 January 2027
Lisbon (Portugal)*

Training Course: Mastering Marketing and Communications

Training Course code: SM235024 From: 18 - 29 January 2027 Venue: Lisbon (Portugal) - Training Course Fees: 9550 € Euro

Introduction

In a highly competitive and digitally driven marketplace, organizations must integrate marketing and communications to build strong brands, engage audiences effectively, and achieve measurable business results. Success requires a blend of strategic thinking, creative execution, data analysis, and digital expertise.

This advanced 10-day program, designed by Global Horizon Training Center, equips participants with comprehensive knowledge and practical tools to design, implement, and optimize integrated marketing and communication strategies across traditional and digital channels.

Course Objectives

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

- Develop integrated marketing and communication strategies
- Analyze markets, audiences, and consumer behavior
- Build strong brand identity and messaging
- Design and execute multi-channel campaigns
- Utilize digital marketing tools and platforms effectively
- Measure performance and optimize campaigns using data
- Manage communication across internal and external stakeholders
- Drive engagement, visibility, and business growth

Target Audience

This program is designed for:

- Marketing and Communication Professionals
- Public Relations and Media Specialists
- Brand and Product Managers
- Digital Marketing Executives
- Entrepreneurs and Business Owners
- Professionals involved in business development and communication

Outline

Day 1: Marketing and Communication Foundations

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

Day 2: Market Analysis and Consumer Behavior

- Market research fundamentals
- Segmentation, targeting, positioning STP
- Consumer decision-making process
- Behavioral insights
- Competitor analysis

Day 3: Strategic Marketing Planning

- Developing marketing strategies
- Setting objectives and KPIs
- Marketing planning frameworks
- Budget considerations
- Risk and contingency planning

Day 4: Branding and Corporate Communication

- Brand identity and positioning
- Corporate communication strategies
- Internal vs external communication
- Reputation management
- Brand storytelling

Day 5: Content Strategy and Creative Communication

- Content planning and calendars
- Copywriting and storytelling techniques
- Visual communication principles
- Creative campaign development
- Content optimization

Day 6: Digital Marketing Channels and Tools

- Social media marketing strategies
- SEO and content marketing
- Email marketing and automation
- Influencer marketing
- Digital tools and platforms

Day 7: Campaign Planning and Execution

- Campaign development process
- Channel selection and integration

- Media planning basics
- Campaign scheduling
- Execution and monitoring

Day 8: Data Analytics and Performance Measurement

- Marketing KPIs and metrics
- Google Analytics basics
- Data interpretation and dashboards
- ROI measurement
- Data-driven decision-making

Day 9: Customer Engagement and Relationship Management

- Customer experience CX strategies
- CRM systems and tools
- Customer retention and loyalty
- Personalization techniques
- Omnichannel engagement

Day 10: Optimization, Innovation, and Case Studies

- Campaign optimization techniques
- AI and automation in marketing
- Emerging trends and innovations
- Real-world case studies
- Final project and action planning

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

Delegate Information

Full Name (Mr / Ms / Dr / Eng):
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Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng):
Position:
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Payment Method

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