



*Training Course:
Marketing Communications and Media Planning
Workshop*

*8 - 12 February 2027
Lisbon (Portugal)*

Training Course: Marketing Communications and Media Planning Workshop

Training Course code: SM12359 From: 8 - 12 February 2027 Venue: Lisbon (Portugal) - Training Course Fees: 6050 € Euro

Introduction

This training program is designed by [Global Horizon Training Center](#) to equip professionals with the strategic and practical expertise required to plan, execute, and evaluate integrated marketing communication campaigns.

Advertising and marketing communications represent both an art and a discipline—combining creativity with structured planning to deliver impactful messages across multiple channels. In today's dynamic environment, organizations must leverage both traditional and digital media to reach target audiences effectively and maximize return on investment.

This program provides a comprehensive understanding of the marketing communications function, enabling participants to design cohesive campaigns, manage media planning, and ensure consistent brand messaging across all platforms.

Course Objectives

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

- Understand the field of marketing communications and campaign dynamics
- Identify key characteristics of successful offline and online campaigns
- Apply Integrated Marketing Communication IMC principles
- Design and manage effective marketing communication strategies
- Utilize event management as a communication and branding tool
- Select and implement appropriate media channels and tools
- Leverage social media platforms to enhance campaign performance
- Measure and optimize marketing communication effectiveness

Target Audience

- Marketing and Communications Professionals
- Advertising and Media Planning Specialists
- Public Relations Professionals
- Sales and Business Development Staff
- HR and Corporate Communication Teams
- Professionals from government, private, and non-profit sectors

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

Day 2: Event Management for Brand Exposure

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

Day 3: Advertising Campaign Development & IMC Planning

- Marketing communication objectives
- Characteristics of successful campaigns
- Steps in developing advertising campaigns
- Integrated Marketing Communication IMC planning:
 - Situational and SWOT analysis
 - Communication and message objectives
 - Strategy and media mix
 - Budgeting and scheduling
 - Implementation and control
- Role of advertising agencies
- Workshop: Developing a full MARCOM campaign

Day 4: Strategic Framework for Promotional Campaigns

- Analyzing brand strengths and weaknesses
- Defining positioning and target audiences
- Crafting consistent and compelling messages
- Developing and evaluating creative briefs
- Finalizing campaign concepts and communication strategies

Day 5: Digital Marketing & Media Planning Strategies

- Traditional vs. digital marketing approaches
- Overview of key digital 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 optimization
- Website analytics and performance measurement
- Evaluating campaign effectiveness and ROI

Registration form on the Training Course: Marketing Communications and Media Planning Workshop

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

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