



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

*8 - 12 March 2027
Rome (Italy)*

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

Training Course code: SM235021 From: 8 - 12 March 2027 Venue: Rome (Italy) - Training Course Fees: 6050 € Euro

Introduction

In today's competitive and digital-driven environment, organizations must integrate marketing, communications, and media planning to deliver impactful campaigns and maximize return on investment. Professionals are expected to combine strategic thinking, creative execution, and data-driven decision-making to reach the right audience through the right channels.

This intensive 5-day program, designed by Global Horizon Training Center, provides a practical and strategic framework to develop, execute, and optimize integrated marketing and media campaigns effectively.

Course Objectives

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

- Develop integrated marketing and communication strategies
- Analyze audiences and market dynamics
- Build strong brand positioning and messaging
- Plan and optimize media campaigns
- Allocate budgets effectively and maximize ROI
- Use digital marketing tools and platforms
- Measure performance using data and analytics
- Enhance engagement and campaign effectiveness

Target Audience

This program is designed for:

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

Outline

Day 1: Marketing Strategy and Consumer Insights

- Marketing fundamentals and IMC framework
- Customer journey and touchpoints
- Market segmentation, targeting, positioning STP
- Consumer behavior and insights
- Competitor analysis and market positioning

Day 2: Branding, Communication, and Content Strategy

- Brand identity and positioning
- Messaging and storytelling techniques
- Corporate and marketing communication
- Content strategy and planning
- Creative campaign development

Day 3: Media Planning and Budget Allocation

- Media landscape traditional & digital
- Media planning process
- Audience reach, frequency, and targeting
- Media mix strategies
- Budget allocation and optimization

Day 4: Digital Marketing and Campaign Execution

- Social media marketing strategies
- SEO/SEM fundamentals
- Email marketing and automation
- Campaign setup and execution
- Influencer and digital campaigns

Day 5: Performance Measurement and Optimization

- Marketing KPIs and metrics
- Campaign performance analysis
- ROI and cost-effectiveness
- Data-driven decision-making
- Case studies and action planning

Registration form on the Training Course: The Advanced 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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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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