



*Training Course:
Strategy on Marketing and Communication*

*5 - 9 April 2027
Kigali (Rwanda)*

Training Course: Strategy on Marketing and Communication

Training Course code: LS235135 From: 5 - 9 April 2027 Venue: Kigali (Rwanda) - Training Course Fees: 6350 € Euro

Introduction:

Welcome to the "Strategy on Marketing and Communication" training program, designed by Global Horizon Training Center. In today's rapidly evolving business landscape, effective marketing and communication strategies are essential for organizations to stand out, connect with their target audience, and achieve their goals. This comprehensive program is tailored to equip participants with the knowledge and skills needed to develop and implement successful marketing and communication strategies.

Objectives:

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

- Understand the fundamentals of marketing and communication strategies.
- Identify the key elements of a successful marketing plan.
- Develop clear and compelling messaging for different target audiences.
- Utilize digital platforms and tools to enhance marketing efforts.
- Analyze and measure the effectiveness of marketing campaigns.
- Adapt strategies to changing market dynamics.

Target Audience

This program is designed for:

- Marketing Executives and Managers
- Communications and Public Relations Professionals
- Brand Managers responsible for shaping and promoting brand identity
- Senior Managers and Department Heads involved in strategic marketing and communication decisions
- Business Development Managers looking to integrate marketing strategies with business growth
- Digital Marketing Specialists focused on optimizing online strategies and communication channels
- Entrepreneurs and Start-up Founders seeking to develop effective marketing strategies
- Public Relations Managers working on enhancing organizational image and stakeholder engagement
- Consultants assisting businesses in improving their marketing and communication efforts

Outlines:

Day 1: Fundamentals of Marketing and Communication

- Introduction to the program and overview of the training objectives.
- Importance of integrated marketing and communication strategies.
- Key differences between marketing and communication.
- Understanding the marketing funnel: Awareness, Interest, Desire, Action AIDA.

Day 2: Building a Comprehensive Marketing Plan

- Elements of a marketing plan: Situation analysis, objectives, target audience, strategies, tactics, budget, timeline.
- Defining target audiences: Segmentation, personas, and customer journey mapping.
- Crafting effective marketing messages: USP Unique Selling Proposition and value propositions.
- Workshop: Developing a mock marketing plan for a provided scenario.

Day 3: Digital Tools and Platforms

- Introduction to digital marketing and its role in modern strategies.
- Social media marketing: Choosing platforms, content strategy, engagement techniques.
- Content marketing and storytelling: Creating compelling narratives.
- Search Engine Optimization SEO basics for improved online visibility.

Day 4: Implementing and Measuring Campaigns

- Translating strategies into actionable campaigns.
- Budget allocation and resource management.
- Key performance indicators KPIs and measuring success.
- Introduction to marketing analytics tools.

Day 5: Adapting Strategies in a Changing Landscape

- Navigating market trends and staying ahead of competition.
- The role of innovation in marketing and communication.
- Crisis communication: Handling challenges and reputation management.

Registration form on the Training Course: Strategy on Marketing and Communication

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