BLACKBIRD FOR TRAINING

# Comprehensive Marketing, Communications & Media Planning

15 – 19 February 2027
Düsseldorf (Germany)

UK Traininig
PARTNER



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**Ref:** 3085_126222 **Date:** 15 – 19 February 2027 **Location:** Düsseldorf (Germany) **Fees:** 5200 GBP

## Why This Course

In today's competitive and fast-changing marketplace, effective communication and media strategy are essential for building strong brands and driving customer engagement. The Marketing Communications & Media Planning Program is an intensive 1-week training designed to equip marketing professionals with the tools and insights to plan, execute, and optimize integrated marketing campaigns.

Participants will gain hands-on experience in content creation, media planning, and performance analytics—learning how to design impactful marketing communications that connect with target audiences and deliver measurable results.

This program is ideal for marketing executives, communication specialists, and professionals seeking to enhance their ability to design and manage integrated marketing strategies across multiple platforms.

## What You'll Learn and Practice

By completing this program, participants will:

- Develop integrated marketing communication IMC strategies aligned with business goals.
- Create compelling and targeted content for diverse channels and audiences.
- Design and implement media plans that maximize reach, engagement, and ROI.
- Analyze and optimize campaign performance using key metrics and data-driven insights.
- Apply best practices in digital marketing, social media, and emerging technologies.

## The Program Flow

### Day 1: Foundations of Marketing Communications

- Understanding the marketing communications mix and its strategic role.
- Principles and process of integrated marketing communications IMC.
- Analyzing consumer behavior and audience segmentation.
- Building strong brand positioning and crafting persuasive messaging.



### Day 2: Content Creation and Channel Strategy

- Developing effective content strategies that support marketing objectives.
- Writing engaging and impactful marketing copy.
- Visual storytelling and design principles for brand communication.
- Integrating multichannel and cross-platform marketing approaches.

### Day 3: Media Planning Fundamentals

- Navigating the modern media landscape and selecting the right channels.
- Understanding media metrics, measurement, and audience analytics.
- Budgeting, resource allocation, and media mix optimization.
- Building and presenting effective media plans for campaigns.

### Day 4: Digital Marketing and Social Media

- Fundamentals of search engine marketing SEM and optimization SEO.
- Developing and managing social media marketing strategies.
- Email marketing and marketing automation for customer engagement.
- Leveraging mobile, app, and digital platforms for maximum impact.

### Day 5: Campaign Management and Analytics

- Planning and executing integrated marketing campaigns.
- Tracking campaign performance through analytics and key performance indicators KPIs.
- Applying A/B testing and optimization to improve campaign outcomes.
- Exploring emerging technologies and future trends in marketing communications.

## Individual Impact

- Gain a deep understanding of how to design and manage integrated communication strategies.
- Build expertise in content creation, digital marketing, and media planning.
- Strengthen analytical and data interpretation skills for campaign optimization.
- Enhance creativity, strategic thinking, and leadership in marketing execution.

## Organizational Impact

- Improve brand visibility, audience engagement, and marketing ROI.
- Build stronger alignment between marketing strategy and organizational goals.
- Develop teams capable of executing high-impact, multi-channel campaigns.
- Foster a data-driven and results-oriented marketing culture.



## Training Methodology

The program blends theory, creativity, and real-world application through:

- Case studies from leading global brands and marketing agencies.
- Practical exercises in media planning, campaign design, and analytics.
- Interactive workshops and peer collaboration.
- Guided reflection and expert coaching for strategy development.

## Beyond the Course

Upon completion, participants will be ready to design and execute fully integrated marketing communications strategies, optimize media investments, and lead digital campaigns that deliver measurable business impact.

**Graduates of this program will emerge as strategic marketing communicators—creative, analytical, and equipped to shape brand success in a data-driven world.**

