

Comprehensive Marketing, Communications & Media Planning

Media & Public Relations
Orlando, Florida (USA)
25 - 29 Aug 2025

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Comprehensive Marketing, Communications & Media Planning

Ref: 3085_134479 **Date:** 25 - 29 Aug 2025 **Location:** Orlando, Florida (USA) **Fees:** 5700 Euro

Course Description

This intensive 5-day program provides a comprehensive overview of marketing communications and media planning. Participants will learn to develop integrated marketing strategies, create compelling content across various channels, and optimize media plans for maximum impact. The course combines theoretical knowledge with practical applications, ensuring participants can immediately apply their learnings in real-world scenarios.

Learning Objectives

- Develop integrated marketing communication strategies aligned with business goals
- Create compelling content for various marketing channels and audiences
- Design and implement effective media plans to maximize reach and engagement
- Analyze and optimize campaign performance using key metrics and analytics
- Apply best practices in digital marketing, social media, and emerging technologies

Course Modules

Day 1: Foundations of Marketing Communications

- Overview of the marketing communications mix
- Integrated marketing communications IMC principles
- Consumer behavior and audience segmentation
- Brand positioning and messaging strategies

Day 2: Content Creation and Channel Strategy

- Developing a content strategy
- Writing compelling marketing copy
- Visual content creation and design principles
- Multichannel marketing approaches

Day 3: Media Planning Fundamentals

- Media landscape and channel selection
- Media metrics and measurement
- Budget allocation and optimization
- Creating effective media plans

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) in gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

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Day 4: Digital Marketing and Social Media

- Search engine marketing SEM and optimization SEO
- Social media marketing strategies
- Email marketing and marketing automation
- Mobile and app marketing

Day 5: Campaign Management and Analytics

- Campaign planning and execution
- Performance tracking and analytics
- A/B testing and optimization techniques
- Emerging trends and technologies in marketing communications

Practical Wins for Participants

- Develop a comprehensive integrated marketing communications plan
- Create a media plan optimized for reach and engagement
- Design a multichannel content strategy for a specific campaign
- Implement an analytics framework to measure and optimize campaign performance

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