



SM019: Marketing Communications, Media and PR

Training Description:

'Advertising and marketing communications' is the art and business of developing and communicating messages that provide consumers with information about products, services and ideas. Marketing communications is exciting, creative, demanding, rewarding and challenging. This intensive training course is designed to provide training in the theoretical and practical aspects of modern marketing communications. Participants will review the many marketing tools available, digital or conventional, and learn about the whole advertising and communication function using a variety of media techniques geared for campaign success.

Training Objectives:

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

- ✓ Describe the field of marketing communication and explain the characteristics of successful campaigns (offline and online)
- ✓ Exercise well rounded knowledge of event concepts and strategies to optimize visibility of brand or company image
- ✓ Define the principles of Integrated Marketing Communication (IMC) and describe how companies apply these principles to ensure messages are heard by both consumers and businesses
- ✓ Apply insights and skills needed to manage special marketing communications issues and create successful solutions
- ✓ Recognize and implement social media vehicles and tactics to maximize the marketing campaign return on investment

Training Designed for:

This course is intended for all professionals in marketing, communication, advertising, public relations, human resources, sales, and business development who need practical, up-to-date knowledge of marketing strategy and techniques. The course is aimed at all types of organizations such as large corporations, government agencies, small businesses and nonprofit entities.

Training Requirement:

"Hand's on practical sessions, equipment and software will be applied during the course if required and as per the client's request."

Contents can be adapted to your specific wishes. It is therefore possible to focus on specific modules of the training course as per client's learning needs and objectives. Further, it should be forwarded to us a month prior to the course dates.

Training Program:

DAY ONE:

- ❖ Introduction
- ❖ THE ROLE OF PROMOTION AND THE MARKETING MIX
 - An overview of the marketing mix
 - The role of promotion in marketing
 - The elements of the promotion mix

- Advertising
- Personal selling
- Public relations
- Sales promotion
- Promotion mix strategies across the Product Life Cycle (PLC)

DAY TWO:

❖ EVENT MANAGEMENT: CREATING COMPANY OR BRAND EXPOSURE

- Creating an event concept
- Case Studies / Group exercises
- Key elements of event design
- Event planning and execution
- Group Exercises
- Aligning event elements with company or brand identity
- Creating an event check-list
- Practical Exercises/Group work

DAY THREE:

❖ LAUNCHING AN ADVERTISING CAMPAIGN

- Marketing communications objectives
- Characteristics of a successful campaign
- Steps in creating an advertising campaign
- A typical IMC plan template:
 - Situational analysis
 - SWOT analysis
 - Marketing communications objectives
 - Marketing communications message objectives
 - Marketing communications strategies
 - Marketing communications mix
 - Marketing communications budget
 - Marketing communications media scheduling
 - Marketing communication implementation, monitoring and control
- The role of the advertising agency
- Typical full-service agency organization
- What to ask from the advertising agency
- Team workshop: launching a full MARCOM campaign

DAY FOUR:

❖ THE FRAMEWORK OF PROMOTIONAL CAMPAIGNS

- Assessing the brand's strengths and weaknesses
- Identifying a clear positioning
- Practical Exercises / Group Work
- Identifying the target market
- Selecting a consistent message
- Practical Exercises
- Evaluating different creative briefs

- Agreeing on the final strategic copy
- Practical Exercises

DAY FIVE:

❖ DIGITAL MARKETING CAMPAIGN STRATEGIES

- Traditional versus digital marketing
- Some digital marketing tools
 - Facebook
 - Twitter
 - LinkedIn
 - Google plus
- Email marketing
- Mobile marketing
- Pay per click marketing
- Practical Exercises
- Preparing and managing a digital marketing campaign
- Website analytics: measuring the effectiveness of digital marketing

❖ Course Conclusion

❖ POST-ASSESSMENT and EVALUATION

Training Methodology:

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:

- 30% Lectures, Concepts, Role Play
- 70% Workshops & Work Presentations, Techniques, Based on Case Studies & Practical Exercises, Gamification, Software & General Discussions
- Pre and Post Test

Training Certificate(s):

CMCT Internationally recognized certificate(s) will be issued to each participant who completed the course.

Training Fees:

TBA as per the course location - This rate includes participant's manual, hand-outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Note: The 5% VAT (Value Added Tax), will be effective starting 01st of January 2018 as per the new regulation from the UAE Government. The VAT applies for all quotation both for local and abroad.

Training Timings:

Daily Timings:

07:45 - 08:00	Morning Coffee / Tea
08:00 - 10:00	First Session
10:00 - 10:20	Recess (Coffee/Tea/Snacks)
10:20 - 12:20	Second Session
12:20 - 13:00	Recess (Prayer Break & Lunch)
13:00 - 14:00	Last Session

For training registrations or in-house enquiries, please contact:

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