

Marketing Communications and Brand Management



INTRODUCTION

This programme provides participants with an understanding of the concepts of marketing communications and branding activities at a practical level. The focus is primarily on enhancing the skills and knowledge needed to co-ordinate communication activities and manage campaigns. Some theories and strategic issues are covered to provide a relevant context to practice.

WHO SHOULD ATTEND?

All those who have the responsibility for developing and managing marketing communications and brand support activities within their organisations

PROGRAMME OBJECTIVES

This programme will enable participants to achieve the following objectives:

Explain the role and win support for marketing communications from more senior executives

Advise on how to create an effective plan tailored to their organisation and stakeholders and using relevant tools and media

Plan and deliver advertising, sales promotion, public relations and direct marketing campaigns that achieve their objectives

Manage marketing communication and brand support activities using both offline and online media

Evaluate the effectiveness of communication tools using appropriate criteria such as cost and credibility

TRAINING METHODOLOGY

This programme combines presentations with case studies, best practice guidance, videos, discussions and interactive activities that will help you develop a comprehensive understanding of marketing communications and branding. Participants are encouraged to share experiences from their own cultures and organisations.

As we work through the content you will develop strategies, plans, campaigns and activities you are confident of implementing when you return to your office.

PROGRAMME SUMMARY

Effective marketing communications and brand support activities rely on understanding how to influence and build relationships with stakeholders, as well as coordinate activities using appropriate tools.

This programme covers in detail the skills, knowledge and abilities marketing professionals need to plan, implement and evaluate such activities within their organisations and that are appropriate to their internal and external audiences.