



Arabian Institute For Training

Marketing Communication

INTRODUCTION

- This Marketing Communication training course will change the way you think about and approach your work. As advertising and traditional marketing promotion have become less active, the focus has moved to combine the many channels used by your customers and prospective customers to engage, influence, and persuade target audiences. It combines elements of public relations and marketing, which are directed at selling your products or services, winning customers, and promoting loyalty. It helps you make the best use of social media and other new channels.

This training course will highlight:

- Cover the relationship between marketing communications, marketing, and PR
- A toolkit of skills that will boost your campaigns
- The skills to become competent researchers using data to inform practice
- An understanding of global digital communications
- The knowledge and techniques to develop your brand and reputation

OBJECTIVES

At the end of this training seminar, delegates will have an understanding of marketing communications as part of their PR or Marketing strategy, specifically:

- Understand the relationship between behavioural economics and persuasion
- Use creative problem solving techniques for better communications solutions
- Be able to generate content and stories across a range of media
- Create strategies and tactics that use corporate social responsibility and cause related marketing to build brand trust
- Be able to determine and develop the ideal communications mix for your audiences

TRAINING METHODOLOGY

- This Marketing Communication training course is activity and discussion-based. Formal presentations will be balanced by a range of case studies, practice problems, and group discussions. Sharing the experience of the participants is an important feature, and delegates will have the opportunity to discuss their projects or challenges in an environment focusing on solving those problems. Real examples presented on video are a substantial part of the course.
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ORGANISATIONAL IMPACT

- Greater value for money from communications campaigns
- PR or Marketing content which will build reputation and brand
- More data-driven and effective communication
- An in house resource capable of organising world-class communication
- Staff better able to generate significant ROI from social communications
- Get better value from your marketing and PR spend

PERSONAL IMPACT

- Know how the communications process works with insight from current psychological thinking
- Positively influence your organisation's PR and marketing systems
- Ability to use a wide range of communications tools
- Understanding of the principles of integrated communications
- Use above, below, through and on the line effectively
- Ability to use analytics and evaluation to demonstrate the value of your work

WHO SHOULD ATTEND?

- This Marketing Communication training course is designed for Marketers and PR professionals who wish to understand marketing communication and its benefits.

This training course is a suitably wide range of professionals but will significantly benefit:

- Marketing Directors
- PR and Marketing Professionals
- Marketing Managers and Team Leaders
- Communication, PR and Corporate Affairs Directors
- Communication, PR and Corporate Affairs Managers and Team Leaders
- Executives who want to understand the power of marketing communications

Course Outline

Marketing Communication – Its Value and Practice

- Marketing Communication – A Brief History
 - World Class Examples
 - A Marketing Communications Audit of Your Comms
 - The Marketing Communication Process
 - Matching the Medium and the Message
 - Researching Your Stakeholders and their Needs / Wants
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Marketing Communications and Your Brand

- The Power of the Brand
- Building Brand Loyalty
- Brand Management and Communications
- Measuring Your Brand, Culture and Brand Equity
- Developing a Content Strategy
- The Communication Plan

The Marketing Communication Toolbox

- Problem Solving and Lateral Thinking
- Relationship Marketing
- Creative Direction and Writing
- Integrating Messages – The Message House
- The Psychology of Persuasion and Influence
- Researching and Measuring Consumer Behaviour

New Media and the Communications Mix

- The Rise of Social Media and Its Value in Business
- Choosing Channels
- Communities, Communication, Trust and Loyalty
- Creating Customer Profiles and Identifying Audience Desires and Needs
- The Integrated Marketing Communications Campaign
- Campaign Planning, Delivery and Evaluation

Bringing It All Together

- Creating a Successful Strategy
 - The Importance of Strategic Alignment and Clear Roles and Responsibilities
 - Customer Journey Focused Communication
 - Optimise Marketing Budgets across Markets, Brands and Channels
 - Aligning Budgets against Business Objectives and the Market Opportunity
 - KPIs, Measurement and Evaluation
 - Summary and Conclusion
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