

**Strategic Marketing Communications, Short Course**

Success in today’s marketplace requires a fundamental shift in thinking about marketing communications. This program integrates the fundamental “roots” of strategic marketing communications with the latest thinking, for example about new media and consumer engagement. You will discover and embrace change in how you design and execute a more powerful marketing communications strategy.

**Overview**

Loaded with content that is both topical and practical, the program blends theory with practice and strategy with tactics. By addressing a wide variety of platforms including broadcast, social media engagement strategies, event sponsorship and more, the program provides frameworks and examples applicable to both B2C and B2B marketing communications.

###### **Key Benefits**

* Learn how to create frameworks for asking and answering critical questions regarding marketing communications
* Develop a broader view of communications beyond traditional broadcast messages with cases focused on sponsorship and social media
* Participate in integrative learning with an emphasis on developing a perfect blend of theory and practice as well as strategy and tactics

## **Programme Structure**

**Marketing Strategy and Communications**

1. Create frameworks for developing strong marketing plans and identifying key marketing decisions prior to executing a communications plan
2. Understand the impact of insight in transforming simple observations into extraordinarily profitable campaigns

**Assessing Marketing Communications**

1. Acquire tools to properly evaluate the success of a marketing campaign against planned objectives
2. Enhance critical thinking skills by learning to ask the right questions

**Understanding the Changing Landscape of Marketing Communications**

1. Understand how marketing is evolving and how your organization can adapt to the changes
2. Engage in critical discussions around the use of new media forms and how digital has changed the game

## **Audience**

1. Managers involved in understanding, changing, and expanding the scope of marketing communications within their organizations
2. Mid- and senior-level leaders who have strategic responsibility for communications or are preparing for such a role
3. Executives from organizations in which communications play a key role
4. Fundraising and Events coordinators in the NGO sector

**Upcoming session**

|  |  |
| --- | --- |
| **Workshop 1 Course dates** | **8 April 2019- 13 April 2019** |
| **Workshop 2 Course dates** | **10 June 2019- 15 June 2019** |
| **Workshop 3 Course dates** | **5 August 2019- 10 August 2019**  **9 September 2019- 14 September 2019** |
| **Workshop 4 Course dates** | **7 October 2019- 13 October 2019**  **11 November 2019- 21 November 2019** |
| **Price Per Person** | **$ 2450 includes pick up from Airport to and fro, pick up from lodge to and fro to the training Center** |
| **Accommodation** | **$490 per person for 7 days (This include bed and Breakfast and Dinner) vat Included** |
| **Total Including Accommodation** | **$ 2 940.00** |
|  |  |

4 -13 April

## **Detailed Programme Facts**

* **Fees per Delegate : $ 2 550**
* **Programme intensity : Full-time**
* **Full-time duration : 5 days**
* **Languag**es
* **English**