

Marketing Communication Course

Alpha Partners

Course Specifications

Mode of Study : Offline study mode

Location : Lagos

Duration : 4 days

Intake : March

Course Summary

OBJECTIVES

At the end of the training seminar, participants 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

FOR WHOM:

Marketing & Sales Personnel

DATE:

1ST BATCH: 10th - 13th March, 2020

2ND BATCH: 14th – 17th July, 2020

3RD BATCH: 20th – 23rd October, 2020

Training Pack Contains

Customized training materials (Books and Slides)

Certificate of completion

Light Refreshment

N.B: NO REFUND (Terms and Conditions Apply)

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

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

Relationship marketing

Creative direction and writing

Integrating messages – the message house

The psychology of persuasion and influence

Researching and measuring consumer behaviour

Invitations, VIPs and bringing it All Together

Creating A Successful Strategy

The importance of strategic alignment and clear roles and responsibilities

Customer journey focused communication

Optimizing marketing budgets across markets, brands and channels

Aligning budgets against business objectives and the market opportunity

KPIs and measurement and evaluation

Summary and Conclusion

How To Enroll

Fill in your details on the enquiry form, proceed to pay online by clicking on the Purchase button. If you wish to make an online transfer or cash deposit to the bank, please send a mail to learning@jobberman.com requesting for account details.

Contact:

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