GLOBAL TRAINING INSTITUTE

Marketing Communication: Engage and Inspire



GTI - Coordination Office and International Relations (Accredited Programs)

Course Description

The Marketing Communication: Engage and Inspire training course is designed to transform your approach to marketing and public relations. As traditional advertising techniques evolve, this course emphasizes the integration of various channels to engage and influence target audiences effectively. Participants will learn to leverage social media and other modern platforms to sell products, win customers, and foster loyalty. The course provides a comprehensive toolkit for developing impactful marketing communication strategies that enhance brand reputation and drive customer engagemen.

Who Should Attend

This course is ideal for professionals involved in marketing and public relations, including:

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

Course Objectives

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

- Understand the relationship between marketing communications, marketing, and public relations.
- Utilize creative problem-solving techniques for effective communication solutions.
- Generate compelling content and stories across various media channels.
- Develop strategies that leverage corporate social responsibility to build brand trust.
- Identify and implement the ideal communications mix tailored to specific audiences.
- Apply insights from behavioral economics to enhance persuasive communication.
- Measure and evaluate the effectiveness of marketing communication strategies.

Course Content

The Foundations of Marketing Communication

- Understanding the value of marketing communication in modern business.
- Analyzing the marketing communication process and its historical context.
- Conducting a marketing communications audit to assess current practices.

Brand Development and Loyalty

- Exploring the power of branding and its impact on customer loyalty.
- Measuring brand equity and culture through effective communication.
- Creating and implementing a robust content strategy.

The Marketing Communication Toolbox

- Employing problem-solving and lateral thinking for innovative solutions.
- Integrating messaging through frameworks like the Message House.
- Understanding the psychology of persuasion and its application in communication.

Navigating New Media

- Evaluating the rise of social media and its role in business communications.
- Choosing appropriate channels for effective audience engagement.
- Creating customer profiles to better understand audience needs and desires.

Strategic Communication Planning

- Developing a cohesive marketing communication strategy.
- Aligning communication efforts with business objectives and market opportunities.
- Establishing KPIs for measuring success and continuous improvement.