# Entertainment Marketing and Strategic Brand Positioning Training Course

16 - 20 Nov 2026

Lisbon

4500 € (Per Person)

Ref: #EL4285_96872

## Course Introduction / Overview:

This course provides a comprehensive exploration of the dynamic world of entertainment marketing and the critical art of brand positioning. In an industry characterized by intense competition and rapidly shifting consumer preferences, establishing a powerful and resonant brand identity is paramount to success. This program delves into the core principles that drive audience engagement and commercial viability, moving beyond surface-level tactics to instill a deep strategic understanding. We will examine how to build a compelling brand narrative that captivates audiences across various platforms, from film and music to gaming and live events. Drawing on foundational concepts from marketing strategists like Al Ries and Jack Trout, particularly from their seminal work "Positioning: The Battle for Your Mind," participants will learn to analyze the competitive landscape, identify unique value propositions, and carve out a distinct space in the market. BIG BEN Training Center has designed this immersive experience to equip professionals with the skills to develop and execute integrated marketing campaigns that not only generate buzz but also build lasting brand equity and fan loyalty in the global entertainment ecosystem. This course is your definitive guide to mastering the strategies that turn entertainment products into cultural phenomena.

## Target Audience / This training course is suitable for:

- Marketing Managers and Directors.
- Brand Strategists and Brand Managers.
- Public Relations and Communications Specialists.
- Content Creators and Producers.
- Social Media Managers and Digital Marketers.
- Event Planners and Promotion Managers.
- Artist and Talent Managers.
- Aspiring professionals seeking a career in the entertainment industry.

## Target Sectors and Industries:

- Film and Television Production Studios.
- Music Labels and Publishing Companies.
- Video Game Development and Publishing.
- Sports Organizations, Leagues, and Teams.
- Live Entertainment and Event Management Companies.
- Streaming Services and OTT Platforms.
- Talent and Advertising Agencies.
- Governmental bodies and public institutions focused on arts and culture.

## Target Organizations Departments:

- Marketing and Promotions.
- Brand Management.
- Public Relations (PR) and Corporate Communications.
- Digital and Social Media Marketing.
- Sales and Business Development.
- Content Strategy and Development.
- Event Management.
- Sponsorship and Partnerships.

## Course Offerings:

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

- Develop a comprehensive and integrated entertainment marketing plan.
- Conduct thorough market research and competitive analysis.
- Define and articulate a powerful brand positioning strategy.
- Create compelling brand narratives that resonate with target audiences.
- Leverage digital marketing, social media, and influencer collaborations effectively.
- Design and manage impactful experiential marketing and brand activation events.
- Implement effective public relations and media outreach strategies.
- Measure the return on investment (ROI) of marketing campaigns.
- Build and nurture loyal fan communities to enhance brand equity.
- Navigate crisis communication scenarios within the entertainment context.
- Identify and capitalize on emerging trends in entertainment marketing.

## Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring that participants can immediately apply the concepts learned to their professional roles. This course moves beyond traditional lectures to foster a dynamic learning environment built on real-world application. A cornerstone of our approach is the extensive use of case studies, where we will dissect successful and unsuccessful marketing campaigns from major film studios, music artists, and global sports franchises. Participants will engage in collaborative group workshops to develop mock marketing strategies and brand positioning statements for new entertainment products. Interactive sessions, facilitated discussions, and brainstorming activities will encourage the sharing of diverse perspectives and experiences. Role-playing exercises will simulate real-world challenges, such as managing a PR crisis or pitching a sponsorship deal. Throughout the course, there will be a strong emphasis on peer-to-peer learning and continuous feedback from the instructor. This hands-on, immersive approach ensures a deep and practical understanding of entertainment marketing principles, empowering attendees with both the knowledge and the confidence to excel.

## Course Agenda (Course Units):

### Unit One: The Foundations of Entertainment Marketing

- The unique landscape of the entertainment industry.
- Core principles of marketing applied to entertainment products.
- Understanding the modern entertainment consumer and audience segmentation.
- The role of brand identity and brand equity in entertainment.
- Introduction to the marketing mix (4Ps) in a creative context.
- Analyzing the lifecycle of an entertainment product.
- Ethical considerations and social responsibility in entertainment marketing.

### Unit Two: Strategic Brand Positioning and Narrative

- The art and science of brand positioning.
- Conducting a comprehensive competitive analysis.
- Developing a unique value proposition (UVP).
- Crafting a compelling brand story and narrative.
- Defining brand voice, tone, and personality.
- Positioning strategies for new launches versus established franchises.
- Case studies in successful brand positioning from film, music, and gaming.

### Unit Three: The Integrated Marketing Communications (IMC) Mix

- Developing a cohesive IMC strategy.
- Public relations, media relations, and securing press coverage.
- Advertising strategies across traditional and digital media.
- The power of experiential marketing and brand activations.
- Sales promotions, partnerships, and co-branding opportunities.
- Direct marketing and building fan databases.
- Budgeting and resource allocation for marketing campaigns.

### Unit Four: Digital Marketing and Fan Engagement in the Digital Age

- Crafting a content marketing strategy for entertainment brands.
- Leveraging social media platforms for audience building and engagement.
- The role of influencer marketing and celebrity endorsements.
- Email marketing and community management tactics.
- Search Engine Marketing (SEM) and its application.
- Building and managing online fan communities.
- Analyzing digital metrics and social media analytics.

### Unit Five: Advanced Strategies, Measurement, and Future Trends

- Sponsorship, licensing, and merchandising strategies.
- Crisis management and reputation protection in the public eye.
- Measuring marketing effectiveness and ROI.
- Data analytics and its role in informing marketing decisions.
- The impact of new technologies (AI, VR, AR) on entertainment marketing.
- Global marketing strategies and cultural adaptation.
- Final project: Developing a complete marketing and brand positioning plan.

## FAQ:

### Qualifications required for registering to this course?

There are no requirements.

### How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

## Something to think about:

In an era of algorithm-driven content discovery, how can entertainment marketers strategically position a brand to ensure authentic human connection and cut through the digital noise?

## What unique qualities does this course offer compared to other courses?

This course distinguishes itself by focusing intensely on the strategic underpinnings of brand positioning, rather than merely covering tactical execution. While many programs teach the "how" of running a social media campaign, we prioritize the "why"—the critical thinking required to build a brand that has a meaningful and lasting place in the cultural landscape. Our curriculum is built around a deep-dive analysis of current, real-world case studies from a diverse range of entertainment sectors, including film, music, sports, and gaming, ensuring the content is relevant and immediately applicable. The methodology emphasizes interactive workshops and collaborative problem-solving, moving beyond passive listening to active participation. Participants will not just learn theory; they will practice crafting brand narratives, developing positioning statements, and debating strategic choices. This program is designed for professionals who want to transition from being marketing technicians to becoming strategic brand architects, capable of navigating the complexities of the modern entertainment industry with foresight and creativity. It offers a holistic perspective that integrates classic marketing principles with the unique challenges and opportunities of the creative industries.