Strategic Integrated Marketing Communication Training Course



28 Dec 2026 - 01 Jan 2027

Lisbon

4500 € (Per Person)

Ref: #MAR5306_182355

Course Introduction / Overview:

In today's dynamic global marketplace, organizations must orchestrate consistent, powerful messages across multiple channels to engage audiences effectively and build lasting brand equity. Integrated Marketing Communication Strategy Training Course provides a comprehensive framework for mastering modern promotional tools, digital channels, public relations, brand strategy, and consumer engagement. Participants explore both foundational theory and cutting-edge practices to design unified marketing communications that align with strategic business goals. Throughout this immersive experience, participants study seminal frameworks established by Philip Kotler, particularly from his authoritative textbook Marketing Management, which emphasizes customer-centric positioning, omni-channel alignment, and measurable return on marketing investment. Offered by BIG BEN Training Center, this program equips professionals with the analytical techniques and strategic tools necessary to navigate complex media landscapes, leverage data analytics, and optimize campaign performance. BIG BEN Training Center delivers an enriching learning environment where practical industry knowledge merges with rigorous strategic planning. By addressing both digital media transformation and traditional marketing disciplines, the course ensures that participants return to their organizations prepared to streamline marketing workflows, eliminate siloed messaging, enhance stakeholder trust, and maximize overall return on communication investments across diverse domestic and international target markets.

Target Audience / This training course is suitable for:

- Chief Marketing Officers and Marketing Directors.
- Brand Managers and Product Marketing Specialists.
- Corporate Communications Executives and Public Relations Officers.
- Digital Marketing Managers and Content Strategists.
- Media Planners and Advertising Account Executives.
- Business Development Managers and Strategic Marketing Consultants.

Target Sectors and Industries:

- Fast-Moving Consumer Goods and Retail Enterprises.
- Banking, Financial Services, and Insurance Institutions.
- Telecommunications, Information Technology, and Software Companies.
- Manufacturing Sector.
- Transportation Equipment Manufacturing.
- Retail & Distribution.
- Healthcare, Pharmaceutical, and Medical Technology Organizations.
- Tourism, Hospitality, and Entertainment Corporations.
- Government Agencies, Public Sector Authorities, and Non-Profit Entities.
- Manufacturing Sector.
- Transportation Equipment Manufacturing.
- Retail & Distribution.

Target Organizations Departments:

- Integrated Marketing Communications Departments.
- Corporate Affairs and Public Relations Departments.
- Digital Strategy and E-Commerce Operations.
- Brand Management and Creative Services Units.
- Customer Experience and Community Engagement Teams.

Course Offerings:

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

- Develop comprehensive integrated marketing communication plans aligned with organizational goals.
- Conduct deep target audience segmentation and persona development using data analytics.
- Synthesize multi-channel messaging strategies across social media, print, broadcast, and digital platforms.
- Evaluate campaign performance through quantitative marketing metrics and key performance indicators.
- Manage corporate brand reputation, crisis communications, and stakeholder media relations effectively.
- Optimize budget allocation across traditional and digital promotional channels for maximum impact.

Course Methodology:

The instructional design of Integrated Marketing Communication Strategy Training Course balances theoretical insights with practical, hands-on application. BIG BEN Training Center incorporates immersive case studies, real-world simulations, collaborative group exercises, and expert-led interactive presentations. Participants analyze successful global marketing campaigns as well as notable industry missteps, allowing them to draw actionable lessons for their own organization. Workshops encourage active peer-to-peer problem solving, where attendees draft strategic communication plans, design campaign workflows, and allocate promotional budgets under realistic operational constraints. Constructive feedback sessions led by experienced industry facilitators ensure that every participant receives tailored guidance to refine their strategic outputs. Through structured debriefings and continuous interaction, BIG BEN Training Center creates a collaborative workshop dynamic where executive networking, shared professional experiences, and practical skill acquisition coalesce into an exceptional learning experience.

Course Agenda (Course Units):

Unit One: Foundations of Integrated Marketing Communications

- Introduction to integrated marketing communication concepts and modern promotional mix alignment.
- Analyzing consumer behavior trends and purchasing decision journeys in digital ecosystems.
- Establishing clear communication objectives and strategic brand positioning statements.
- Conducting comprehensive market research and competitor communication auditing.
- Developing unified brand identities across diverse media touchpoints and platforms.
- Designing messaging frameworks that resonate with primary and secondary target audiences.
- Mapping key performance indicators to communication strategy milestones.

Unit Two: Media Channel Optimization and Multi-Channel Strategy

- Evaluating traditional media channels alongside digital and programmatic advertising options.
- Formulating content marketing strategies for organic search and social media engagement.
- Implementing email marketing campaigns, direct response models, and automation tools.
- Leveraging influencer marketing, public relations, and corporate advocacy initiatives.
- Building omni-channel customer touchpoint maps for seamless brand experiences.
- Integrating event marketing, experiential activation, and trade show communications.
- Balancing push and pull promotional mechanics across multi-tiered marketing funnels.

Unit Three: Budgeting, Resource Allocation, and Campaign Management

- Determining total communication budgets using competitive parity and objective-task methods.
- Allocating financial resources across paid, owned, and earned media assets efficiently.
- Establishing campaign production timelines, creative agency briefs, and workflow controls.
- Managing cross-functional creative teams, external agency vendors, and media buyers.
- Ensuring message consistency across regional, national, and international marketing initiatives.
- Applying compliance, legal standards, and ethical guidelines in advertising content.
- Monitoring real-time campaign execution to address operational bottlenecks promptly.

Unit Four: Digital Analytics, Measurement, and ROI Evaluation

- Setting up quantitative attribution models to track multi-channel campaign performance.
- Analyzing web traffic, social media engagement metrics, and customer acquisition costs.
- Calculating overall return on marketing investment across digital and offline channels.
- Utilizing A/B testing methodologies to optimize landing pages and creative copy.
- Interpreting data dashboards to refine campaign messaging during live execution.
- Evaluating long-term brand equity impact through post-campaign customer surveys.
- Synthesizing campaign analytics into executive reporting dashboards for senior leadership.

Unit Five: Crisis Communications, Reputation Management, and Future Trends

- Formulating proactive corporate crisis communication frameworks and media response protocols.
- Managing social media sentiment shifts, negative publicity, and stakeholder concerns.
- Maintaining brand reputation consistency across corporate social responsibility initiatives.
- Exploring emerging communication technology trends including artificial intelligence and personalization.
- Adapting marketing communication strategies to evolving privacy regulations and data norms.
- Designing agile communication frameworks capable of rapid pivoting during market disruptions.
- Finalizing individual strategic communication action plans for workplace implementation.

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:

How can organizations maintain coherent brand authenticity across automated artificial intelligence channels without alienating human consumer trust?

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

Integrated Marketing Communication Strategy Training Course distinguishes itself by bridging the divide between high-level brand governance and granular multi-channel execution. While conventional courses treat marketing disciplines in isolation, this program approaches communication as an interconnected organizational system. Participants engage with real-world scenarios that demand strategic trade-offs between short-term lead generation and long-term brand building. The course emphasizes rigorous analytical evaluation, demonstrating how data-driven insights inform creative messaging without stifling brand innovation. By exploring complex case examples, attendees learn to navigate modern challenges such as media fragmentation, shifting consumer trust, and rapid digital disruption. Rather than focusing on ephemeral software tools, the curriculum instills timeless strategic principles, positioning metrics, and resource allocation frameworks that apply across B2B, B2C, and public sector contexts. The academic rigor combined with practical applicability ensures that participants return to their institutions equipped to eliminate functional silos, optimize marketing spends, and drive measurable organizational growth through fully synchronized communication campaigns.