Unifying Public Relations and Digital Integrated Marketing Communications Strategy (IMC) Training Course



07 - 11 Dec 2026

Lisbon

4500 € (Per Person)

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Course Introduction / Overview:

This comprehensive program delves into the essential convergence of Public Relations and Integrated Marketing Communications (IMC) in the modern, digital-first landscape. Participants will gain a holistic, strategic understanding of how to craft a unified brand narrative, ensuring message consistency across all traditional and digital channels. We explore the strategic planning, execution, and measurements required to build brand equity, enhance online reputation management, and drive tangible business outcomes. The course moves beyond theoretical concepts to focus on practical, data-driven approaches, covering everything from crisis communication strategy to advanced content marketing and social media engagement. It specifically addresses the critical importance of aligning earned media (PR) with paid and owned media (IMC) to create a powerful synergistic effect in the marketplace. A key academic voice in this field is Thomas Duncan, whose work emphasizes the essential shift towards a communication-based marketing model for managing relationships. His principles, along with the detailed guidance found in books like The Handbook of Strategic Public Relations and Integrated Marketing Communications by Clarke L. Caywood, inform the framework of this course, grounding the practice in proven academic theory. BIG BEN Training Center is committed to providing a cutting-edge curriculum that prepares professionals to navigate and excel in the complexities of the integrated communication environment.

Target Audience / This training course is suitable for:

- Marketing Managers and Directors.
- Public Relations Specialists and Managers.
- Brand Managers and Brand Strategy Professionals.
- Digital Marketing and Social Media Strategists.
- Corporate Communications and External Relations Directors.
- Account Managers at Marketing and PR Agencies.
- Chief Communications Officers (CCOs) and senior executive leadership.
- Business Owners and Entrepreneurs seeking strategic growth.

Target Sectors and Industries:

- Technology and Telecommunications.
- Financial Services and Banking.
- Healthcare and Pharmaceuticals.
- Fast-Moving Consumer Goods (FMCG) and Retail.

- Manufacturing and Industrial Sectors.
- Non-Profit and Advocacy Organizations.
- Government Agencies and equivalents, including public affairs and information departments.
- Target Institutional Departments:
- Marketing and Communications Department.
- Public Relations and Media Relations Department.
- Brand Strategy and Management Department.
- Digital and Social Media Department.
- Sales and Business Development Department.
- Investor Relations Department.
- Customer Experience and Retention Department.

Course Offerings:

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

- Develop a fully integrated marketing communication strategy that aligns PR and digital channels.
- Implement message consistency across all earned, owned, and paid media for enhanced brand awareness.
- Master online reputation management and proactively develop a comprehensive crisis communication strategy.
- Utilize consumer insights and data analytics to measure IMC campaign effectiveness and optimize ROI.
- Apply advanced content marketing and digital PR techniques to secure quality backlinks and boost search engine visibility.
- Execute impactful social media marketing campaigns that foster audience engagement and drive conversions.
- Determine the most effective communication mix, including advertising, direct marketing, and sales promotion, to achieve business objectives.
- Build and protect brand equity through coordinated and strategically sound communication efforts.

Course Methodology:

This highly interactive training course employs a blended learning approach designed for maximum practical application and skill development. The methodology hinges on a deep dive into real-world case studies and contemporary examples of both successful and failed Integrated Marketing Communications campaigns, allowing participants to apply theoretical models to practical business challenges. We will utilize engaging group work and problem-solving exercises, where teams develop comprehensive IMC campaign plans from situational analysis to final evaluation. Facilitated discussions will encourage the sharing of professional experiences and debate over best practices in digital PR and online reputation management. A significant portion of the course is dedicated to hands-on workshops focused on using analytics for performance measurement and deriving actionable consumer insights. This focus on continuous feedback and peer review ensures a high level of understanding and immediate applicability of the strategic communication principles learned. BIG BEN Training Center believes that learning by doing, coupled with expert guidance, is the most effective path to mastering the art of integrated communication. The methodology is specifically geared towards embedding the principles of message consistency and strategic alignment across all public relations and marketing efforts.

Course Agenda (Course Units):

Unit One: Foundations of Public Relations and Integrated Marketing Communications

- The evolution and definition of Public Relations and IMC synergy.
- Understanding the customer journey and the need for message consistency.
- The four pillars of integration: strategic, functional, tactical, and finance.
- Mapping stakeholders and public segmentation for targeted communication.
- Developing the Integrated Marketing Communication strategy framework.
- Ethical and legal considerations in modern PR and advertising.
- Measuring the initial baseline of brand awareness and reputation.

Unit Two: Brand Strategy and Consumer Insight

- Analyzing consumer insights and behavior as the core of IMC planning.
- The role of brand equity in communication and market value.
- Developing a unified brand voice, narrative, and positioning statement.
- Market research techniques for informing the IMC campaign effectiveness.
- Setting clear, measurable communication objectives and key performance indicators (KPIs).
- Budget allocation and resource management across integrated channels.
- The power of narrative and storytelling in public relations.

Unit Three: Digital PR and Content Marketing

- The new media landscape: earned, owned, paid, and shared media integration.
- Strategic digital PR for building authority and securing quality media placements.
- Crafting a high-impact content marketing strategy for the customer lifecycle.
- Utilizing keywords and SEO principles in press releases and online content.
- Implementing and monitoring link-building for improved search engine visibility.
- Blogger and influencer relations management.
- Creating multi-channel content ensures message consistency.

Unit Four: Crisis Communication and Reputation Management

- Understanding the crisis lifecycle and its impact on online reputation management.
- Developing a comprehensive and actionable crisis communication strategy.
- Effective internal and external communication during a crisis.
- Utilizing social listening and monitoring tools for early warning and response.
- Media training and spokesperson preparation for difficult interviews.
- Post-crisis recovery and reputation rebuilding tactics.
- Case studies in successful and disastrous crisis handling.

Unit Five: Execution, Measurement, and Future Trends

- Integrating traditional channels: advertising, direct marketing, and sales promotion.
- Advanced social media marketing and audience engagement techniques.
- Evaluating the overall IMC campaign effectiveness and calculating ROI.
- Using analytics to refine strategy and optimize for future campaigns.
- Emerging trends in AI, personalization, and interactive communication.
- Building a culture of integration within the organization.
- Final workshop: Presenting a complete integrated communication 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:

To what extent does the pursuit of message consistency risk stifle necessary message adaptation across diverse digital platforms and cultural contexts in a global Integrated Marketing Communication strategy?

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

This Unifying Public Relations and Digital Integrated Marketing Communications Strategy Training Course is distinct because it is fundamentally built on the principle of synergy, treating Public Relations and IMC not as separate silos, but as a single, interdependent strategic function. Many courses focus solely on either traditional PR or pure digital marketing. We uniquely combine the authority-building power of earned media (digital PR) with the control and reach of owned and paid media, showing participants how to use this synthesis to exponentially boost their brand equity. The curriculum is intensely practical, moving quickly from the foundational theories of academics like Thomas Duncan to a heavy focus on measurable, data-driven outcomes. You will not just learn about IMC campaign effectiveness; you will learn how to measure it using analytics to derive real-time consumer insights. Our deep dive into crisis communication strategy and advanced online reputation management reflects the modern need for speed and transparency, preparing you for the most challenging communication scenarios. This approach, championed by the BIG BEN Training Center, ensures participants leave with an immediately deployable strategic communication framework designed for today's complex and ever-changing digital environment, guaranteeing true message consistency that drives business results.