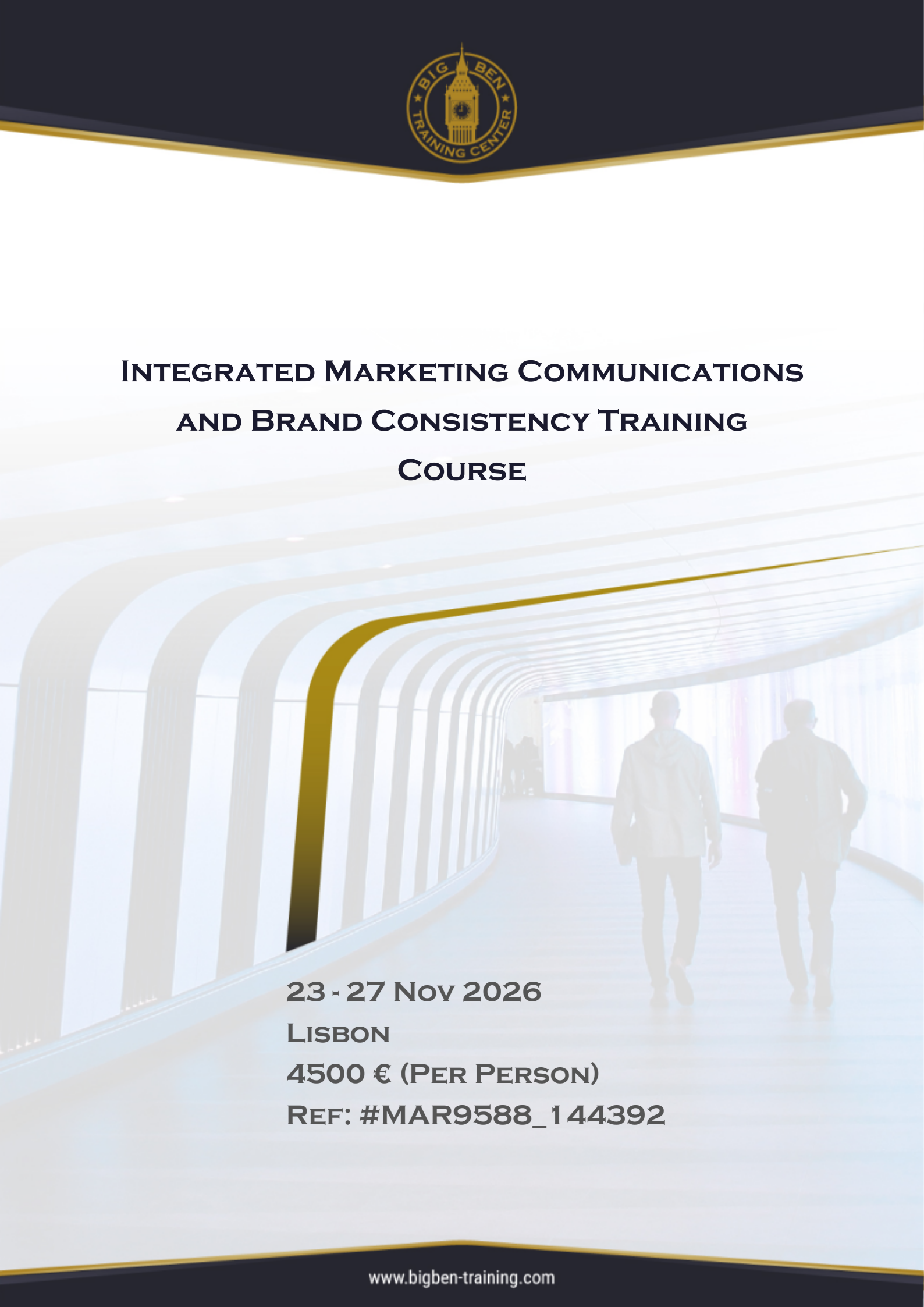
Integrated Marketing Communications and Brand Consistency Training Course



23 - 27 Nov 2026

Lisbon

4500 € (Per Person)

Ref: #MAR9588_144392

Course Introduction / Overview:

This comprehensive course delves into the critical discipline of Integrated Marketing Communications (IMC), a strategic approach essential for building and maintaining a strong, consistent brand in today's fragmented media landscape. In a world saturated with messages, achieving brand consistency across all touchpoints is no longer optional—it is the cornerstone of customer trust and loyalty. This program, offered by BIG BEN Training Center, is designed to equip participants with the skills to orchestrate a seamless and synergistic marketing strategy. Drawing on the foundational principles established by academics like Don E. Schultz, often regarded as a pioneer in this field, the course explores how to unify advertising, public relations, social media, and direct marketing into a single, powerful voice. We will examine concepts from influential texts such as "IMC: The Next Generation" to provide a robust theoretical and practical framework. Participants will learn to craft and deploy a cohesive brand experience that not only captures attention but also builds lasting brand equity and drives measurable business results through a unified brand message.

Target Audience / This training course is suitable for:

- Marketing Managers and Directors.
- Brand Managers and Strategists.
- Corporate Communications Specialists.
- Public Relations Professionals.
- Digital Marketing Specialists.
- Advertising Account Executives.
- Small Business Owners and Entrepreneurs.
- Product Managers.
- Sales and Business Development Professionals.

Target Sectors and Industries:

- Retail and Consumer Goods.
- Technology and Software.
- Banking and Financial Services.
- Healthcare and Pharmaceuticals.
- Hospitality and Tourism.
- Telecommunications.
- Media and Entertainment.
- Non-Profit Organizations.
- Governmental and Public Sector Agencies.

Target Organizations Departments:

- Marketing Department.
- Public Relations (PR) Department.
- Corporate Communications.
- Brand Management.
- Digital Strategy and Social Media Teams.
- Sales and Business Development.
- Product Development.
- Customer Experience and Service Departments.

Course Offerings:

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

- Develop a comprehensive and strategic Integrated Marketing Communications plan.
- Ensure absolute brand consistency across all online and offline marketing channels.
- Craft a unified brand message and a compelling brand story.
- Integrate traditional and digital marketing efforts for maximum impact.
- Map the customer journey and identify key brand touchpoints for communication.
- Allocate marketing budgets effectively across various IMC components.
- Manage cross-functional teams to execute cohesive marketing campaigns.
- Measure the performance and return on investment (ROI) of IMC strategies.
- Develop a consistent brand voice and tone for all corporate communications.
- Analyze case studies of successful and unsuccessful IMC campaigns.

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 theoretical lectures to immerse attendees in a dynamic learning environment. We utilize a blend of expert-led presentations, in-depth case study analyses of global brands, and collaborative group workshops where participants can tackle real-world IMC challenges. Interactive sessions, Q&A panels, and peer-to-peer discussions are central to our approach, fostering a rich exchange of ideas and experiences. Participants will work in teams on a capstone project to develop a complete IMC plan for a chosen product or service, receiving constructive feedback from the instructor and peers. This hands-on approach solidifies understanding of brand consistency, omnichannel marketing, and strategic planning, ensuring that all participant leaves with a tangible skill set and the confidence to implement effective integrated marketing campaigns within their organization.

Course Agenda (Course Units):

Unit One: Foundations of IMC and Brand Strategy

- The core principles of Integrated Marketing Communications.
- The evolution from traditional marketing to an integrated approach.
- The critical role of brand consistency in building trust and equity.
- Understanding the elements of the promotional mix.
- Analyzing the communication process and identifying potential barriers.
- Stakeholder analysis and its importance in communications.
- Setting clear objectives for an IMC program.

Unit Two: Crafting a Cohesive Brand Identity and Message

- Defining and articulating the core brand identity.
- Developing a consistent brand voice, tone, and personality.
- Creating comprehensive visual identity and brand style guidelines.
- The art of brand storytelling across multiple platforms.
- Crafting a powerful and memorable core marketing message.
- Conducting a communications audit to assess brand consistency.
- Aligning internal branding with external marketing communications.

Unit Three: Integrating the Marketing Communication Channels

- Orchestrating traditional advertising and public relations campaigns.
- Synergizing content marketing and social media strategies.
- Integrating email marketing and direct response tactics.
- The role of sales promotion and personal selling in the IMC mix.
- Leveraging events and experiential marketing for brand engagement.
- Digital advertising integration across search, display, and social media.
- Ensuring a seamless omnichannel customer experience.

Unit Four: Planning and Executing IMC Campaigns

- The step-by-step IMC strategic planning process.
- Conducting situational analysis using SWOT and PESTLE frameworks.
- Budgeting for IMC campaigns and allocating resources effectively.
- Mapping the customer journey and identifying key communication touchpoints.
- Developing a content calendar and media plan.
- Managing cross-functional teams for seamless campaign execution.
- Crisis communication planning within an IMC framework.

Unit Five: Measurement, Analytics, and Future-Proofing Strategy

- Establishing key performance indicators (KPIs) for IMC campaigns.
- Utilizing marketing analytics to track and measure performance.
- Tools and techniques for measuring brand health and perception.
- Calculating the return on investment (ROI) of integrated marketing.
- The impact of AI, machine learning, and automation on IMC.
- Adapting IMC strategies for global and multicultural markets.
- Future trends and the next generation of integrated communications.

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 hyper-personalization, how can a brand maintain a universally consistent message without appearing rigid or impersonal to individual consumer segments?

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

This course distinguishes itself by focusing on the strategic integration of marketing communications as a core business function, rather than merely a collection of tactical skills. While many programs teach the "how-to" of individual channels like social media or advertising, this training emphasizes the "why" and "how" of creating a truly unified brand experience. We move beyond surface-level tool tutorials to cultivate a deep, strategic mindset, enabling participants to orchestrate complex, multi-channel campaigns that are perfectly aligned with organizational goals. The curriculum is built upon a foundation of proven academic principles combined with contemporary case studies, ensuring the content is both rigorous and relevant. A significant differentiator is our focus on measurement and ROI, equipping participants with the analytical skills to not only execute campaigns but also to prove their value to senior leadership. The hands-on capstone project provides a unique opportunity to apply all learned concepts in a practical, simulated environment, ensuring participants leave with a tangible plan and the confidence to lead IMC initiatives.