Integrated Marketing Communications and Media Planning Training Course



28 Dec 2026 - 01 Jan 2027

Amsterdam

5900 € (Per Person)

Ref: #MED6293_194295

Course Introduction / Overview:

In today's fragmented media landscape, a unified brand message is more critical than ever for achieving marketing success. This course provides a comprehensive framework for developing and executing powerful Integrated Marketing Communications (IMC) strategies. Moving beyond siloed approaches, we delve into the art and science of creating a seamless, consistent, and impactful brand experience across all touchpoints. As pioneering academic Don E. Schultz articulated in his foundational work, "Integrated Marketing Communications: Putting It Together & Making It Work," the focus must shift from inside-out thinking to a customer-centric view. This principle is the cornerstone of our curriculum. Participants will learn to orchestrate various communication disciplines, including advertising, public relations, digital marketing, and direct response, into a cohesive and synergistic plan. BIG BEN Training Center has designed this program to equip professionals with the skills to not only plan media but to strategically integrate it for maximum ROI. This training course covers everything from audience analysis and message development to channel selection, budgeting, and performance measurement, ensuring a holistic understanding of modern marketing communications.

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.
- Media Planners and Buyers.
- Advertising Account Executives.
- Product Marketing Managers.
- Business Owners and Entrepreneurs.

Target Sectors and Industries:

- Retail and Consumer Goods.
- Technology and Telecommunications.
- Banking, Finance, and Insurance.
- Healthcare and Pharmaceuticals.
- Hospitality and Tourism.
- Real Estate and Construction.
- Governmental and Public Sector Organizations.
- Non-Profit and Charitable Organizations.
- Media and Entertainment.

Target Organizations Departments:

- Marketing Department.
- Corporate Communications Department.
- Public Relations Department.
- Sales and Business Development Department.
- Brand Management Department.
- Digital Strategy Department.
- Product Development Department.
- Customer Relations Department.

Course Offerings:

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

- Develop a comprehensive Integrated Marketing Communications plan from scratch.
- Conduct in-depth audience analysis and create detailed customer personas.
- Craft consistent and compelling brand messaging for diverse platforms.
- Master the principles of the PESO model (Paid, Earned, Shared, Owned media).
- Strategically select and integrate both traditional and digital media channels.
- Create effective media plans and optimize marketing budgets for maximum impact.
- Measure the performance and ROI of integrated marketing campaigns using key metrics.
- Manage multi-channel campaigns to ensure seamless execution and brand consistency.
- Develop a crisis communications plan within an IMC framework.
- Analyze market trends to inform future marketing communication strategies.

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 their learning in a professional context. We move beyond traditional lecture-based formats to foster a collaborative learning environment. The course heavily relies on real-world case studies from various industries, allowing participants to analyze successful and unsuccessful IMC campaigns to understand the strategic thinking behind them. A significant portion of the training is dedicated to hands-on workshops and group exercises where attendees will work together to develop mock IMC plans, create media buying scenarios, and solve complex marketing challenges. This experiential approach reinforces theoretical concepts and builds practical skills. Interactive sessions, facilitated discussions, and peer-to-peer feedback are integral components of each module. Our expert instructors provide personalized guidance and facilitate a dynamic exchange of ideas, ensuring a rich and rewarding learning experience that translates directly into improved on-the-job performance and strategic capability.

Course Agenda (Course Units):

Unit One: Foundations of Integrated Marketing Communications

- Introduction to Integrated Marketing Communications (IMC).
- The evolution from traditional marketing to an integrated approach.
- Understanding the marketing mix and its role in IMC.
- The importance of brand consistency across all channels.
- Exploring the PESO (Paid, Earned, Shared, Owned) media model.
- Key components of a successful IMC strategy.
- Analyzing the communication process and consumer behavior.

Unit Two: Strategic Planning and Audience Insights

- Setting clear marketing communication objectives and goals.
- Conducting comprehensive situational and SWOT analysis.
- Techniques for in-depth market and competitor research.
- Audience segmentation, targeting, and positioning strategies.
- Developing detailed buyer personas and customer journey maps.
- Aligning IMC objectives with overall business goals.
- Establishing key performance indicators (KPIs) for measurement.

Unit Three: Crafting the Message and Creative Strategy

- Developing a core brand message and value proposition.
- The art of brand storytelling in a multi-channel environment.
- Creating a compelling creative brief for agencies and internal teams.
- Content marketing strategy within an IMC framework.
- Adapting messaging for different media channels and audiences.
- Principles of effective copywriting and visual communication.
- Ensuring legal and ethical compliance in marketing messages.

Unit Four: Media Planning and Channel Integration

- An overview of the modern media landscape.
- Comparing traditional media channels (Print, TV, Radio) and their roles.
- Exploring digital media channels (Social, SEM, Display, Email).
- The process of strategic media planning and selection.
- Fundamentals of media buying and negotiation.
- Budget allocation and marketing mix modeling techniques.
- Integrating public relations, sponsorships, and events into the media plan.

Unit Five: Execution, Measurement, and Optimization

- Managing and coordinating multi-channel campaign execution.
- Tools and techniques for effective project management in marketing.
- Introduction to marketing analytics and data interpretation.
- Measuring campaign effectiveness and calculating ROI.
- Using attribution models to understand channel performance.
- Optimizing campaigns in real-time based on data insights.
- Future trends in IMC, including AI and personalization.

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 and AI-driven marketing, how can a brand maintain a consistent and authentic voice across all integrated channels without appearing robotic?

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

This course distinguishes itself by focusing on the strategic integration of marketing efforts rather than merely teaching the functions of individual channels. While many programs offer siloed training in digital marketing or traditional advertising, this curriculum is built on the holistic philosophy that the whole is greater than the sum of its parts. We emphasize the 'why' behind the 'what,' equipping participants with the critical thinking skills to develop cohesive strategies that resonate with modern consumers. The curriculum uniquely balances classic marketing principles with cutting-edge digital trends, ensuring relevance in today's rapidly evolving media environment. A key differentiator is our heavy reliance on practical application through comprehensive case studies and hands-on workshops where participants build an actual IMC plan. This moves learning from theoretical to tangible. The course content is designed to foster a deep understanding of how to orchestrate brand communications, manage budgets across a complex media mix, and measure the synergistic impact of a truly integrated campaign, providing a strategic capability that is highly sought after in the industry.