

MARKETING & COMMUNICATION | COURSE BROCHURE

Fundamentals of Marketing Communications

5 days | Classroom training | English

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Course content

Why attend

Effective marketing communications play a vital role in building brand awareness, influencing customer perceptions, strengthening market positioning, and supporting business growth.

In an increasingly competitive and digitally connected environment, organisations must communicate consistently and persuasively across multiple channels to reach their target audiences and achieve commercial objectives.
Marketing communications extend beyond advertising and promotional activities. They encompass the strategic coordination of brand messaging, public relations, digital marketing, content development, social media, direct marketing, events, and customer engagement. When these activities are properly integrated, they create a consistent brand experience and reinforce organisational credibility.
However, many organisations face challenges involving fragmented communication strategies, inconsistent brand messages, poorly defined target audiences, inefficient marketing expenditure, and difficulties measuring campaign effectiveness.
The Fundamentals of Marketing Communications course provides participants with a comprehensive introduction to the principles, tools, and practical applications of modern marketing communications.
Participants explore integrated marketing communications, audience segmentation, consumer behaviour, brand positioning, communication planning, advertising, public relations, digital channels, content strategy, and campaign evaluation.
The programme also examines how marketing communications contribute to customer relationships, brand reputation, competitive differentiation, and organisational performance.
Through practical workshops, communication planning exercises, campaign analysis, and realistic business scenarios, participants develop the skills required to design, coordinate, and evaluate effective marketing communication activities.

Professional Problems This Course Is Designed to Solve

- Difficulty translating subject knowledge into practical workplace decisions.
- Inconsistent approaches to the activities covered in the course outline.
- Lack of a structured plan for applying and reviewing new skills.

Course methodology

The programme combines instructor-led discussions, practical marketing communication exercises, brand analysis activities, campaign planning workshops, group discussions, and real-world marketing case studies.
Participants examine communication approaches used across different industries and evaluate how organisations combine traditional and digital channels to reach and influence their audiences.
Practical activities include audience profiling, message development, channel selection, campaign planning, content creation, budget allocation, and performance measurement.



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The course follows a progressive learning approach, beginning with fundamental communication principles before advancing to integrated campaign design and evaluation.
Participants are encouraged to apply the concepts to their own organisational contexts and develop a practical marketing communications plan.

Course objectives

By the end of this course, participants will be able to:
• Explain the principles and strategic importance of marketing communications
• Understand the relationship between marketing strategy, branding, and communication activities
• Identify and analyse target audiences using segmentation and customer insights
• Develop clear marketing communication objectives aligned with business goals
• Apply integrated marketing communications principles across multiple channels
• Create persuasive and consistent brand messages for different audiences
• Evaluate traditional and digital marketing communication tools
• Understand the role of advertising, public relations, content marketing, and social media
• Design a structured marketing communications campaign
• Allocate communication resources and prepare basic campaign budgets
• Measure communication effectiveness using relevant performance indicators
• Develop an integrated marketing communications plan for a defined business objective

Target audience

This course is suitable for:
• Marketing officers and coordinators
• Marketing communications executives
• Public relations and corporate communications professionals
• Brand management and product marketing professionals
• Digital marketing and social media specialists
• Sales and business development professionals
• Customer experience and engagement professionals
• Advertising and promotional campaign coordinators
• Entrepreneurs and small business owners
• Professionals entering marketing or communications roles



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Target competencies

Participants will develop competencies in:

- Marketing communications principles
- Integrated marketing communications planning
- Audience research and segmentation
- Brand positioning and message development
- Advertising and promotional communication
- Public relations and media communication
- Digital and social media communication
- Marketing content development
- Campaign budgeting and performance evaluation
- Strategic marketing communications coordination

Course outline

Day 1: Foundations of Marketing Communications and Brand Strategy

09:00–09:45	Understanding the purpose, scope, and strategic role of marketing communications in creating awareness, influencing perceptions, and supporting business growth
09:45–10:30	Exploring the marketing communications process, including communication objectives, message development, channel selection, audience response, and feedback
10:30–11:00	Examining the relationship between marketing strategy, the marketing mix, brand identity, positioning, and promotional activities
11:00–11:30	**Coffee break**
11:30–11:45	Examining the relationship between marketing strategy, the marketing mix, brand identity, positioning, and promotional activities (continued)
11:45–12:30	Introducing integrated marketing communications and the importance of consistency across advertising, public relations, digital channels, and customer interactions
12:30–13:15	Understanding consumer decision-making, customer journeys, communication touchpoints, and the factors influencing audience behaviour
13:15–14:00	Practical workshop: Analysing an organisation's current marketing communications and identifying opportunities to strengthen brand consistency and communication effectiveness



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Day 2: Audience Segmentation, Communication Objectives and Message Development

09:00–09:45	Identifying target audiences through demographic, geographic, behavioural, and psychographic segmentation techniques
09:45–10:30	Applying customer research, market insights, audience personas, and customer journey mapping to improve communication planning
10:30–11:00	Developing clear and measurable marketing communication objectives aligned with brand positioning and commercial priorities
11:00–11:30	**Coffee break**
11:30–11:45	Developing clear and measurable marketing communication objectives aligned with brand positioning and commercial priorities (continued)
11:45–12:30	Understanding persuasive communication principles, value propositions, emotional and rational appeals, and audience-focused messaging
12:30–13:15	Creating effective communication messages through storytelling, tone of voice, creative concepts, and consistent brand language
13:15–14:00	Hands-on exercise: Developing audience profiles, communication objectives, and tailored marketing messages for a selected product, service, or organisational campaign

Day 3: Traditional and Digital Marketing Communication Channels

09:00–09:45	Exploring advertising fundamentals, including campaign objectives, creative development, media selection, advertising formats, and promotional effectiveness
09:45–10:30	Understanding public relations, media relations, publicity, sponsorship, events, and their contribution to brand reputation and stakeholder engagement
10:30–11:00	Examining digital marketing communications through websites, search marketing, email campaigns, online advertising, and digital customer interactions
11:00–11:30	**Coffee break**
11:30–11:45	Examining digital marketing communications through websites, search marketing, email campaigns, online advertising, and digital customer interactions (continued)
11:45–12:30	Applying social media communication principles, including platform selection, audience engagement, community management, and content distribution
12:30–13:15	Exploring content marketing approaches involving educational content, promotional materials, visual communication, video, and brand storytelling



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13:15–14:00	Practical workshop: Developing an integrated communication channel plan that combines appropriate traditional and digital methods for a defined target audience

Day 4: Integrated Marketing Campaign Planning and Execution

09:00–09:45	Developing a structured marketing communications plan covering situation analysis, campaign objectives, audience selection, messaging, channels, and implementation activities
09:45–10:30	Coordinating communication activities across advertising, public relations, social media, content marketing, events, and direct customer engagement
10:30–11:00	Preparing campaign schedules, communication calendars, content plans, and responsibilities for effective implementation
11:00–11:30	**Coffee break**
11:30–11:45	Preparing campaign schedules, communication calendars, content plans, and responsibilities for effective implementation (continued)
11:45–12:30	Understanding basic campaign budgeting, resource allocation, media expenditure, and cost-effectiveness considerations
12:30–13:15	Managing campaign execution challenges involving inconsistent messaging, limited resources, changing audience behaviour, and coordination between teams
13:15–14:00	Group workshop: Designing an integrated marketing communications campaign with defined objectives, creative messages, selected channels, a campaign calendar, and an indicative budget

Day 5: Marketing Communications Measurement, Evaluation and Improvement

09:00–09:45	Identifying marketing communications performance indicators, including reach, impressions, engagement, website traffic, leads, conversion rates, and brand awareness
09:45–10:30	Understanding methods for evaluating campaign effectiveness through customer feedback, surveys, digital analytics, campaign reports, and comparative performance analysis
10:30–11:00	Assessing marketing communications return on investment, cost per lead, customer acquisition considerations, and the relationship between communication activities and business outcomes
11:00–11:30	**Coffee break**
11:30–11:45	Assessing marketing communications return on investment, cost per lead, customer acquisition considerations, and the relationship between communication activities and business outcomes (continued)



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11:45–12:30	Applying campaign optimisation techniques through audience feedback, message testing, channel performance analysis, and continuous improvement
12:30–13:15	Exploring ethical marketing communications, advertising transparency, responsible messaging, data privacy, and the importance of maintaining public trust
13:15–14:00	Capstone exercise: Developing and presenting a Comprehensive Integrated Marketing Communications Plan incorporating audience analysis, brand positioning, communication objectives, creative messaging, channel strategy, campaign budget, implementation schedule, and performance evaluation framework

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in GBP, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (GBP)
Istanbul Confirmed dates	9 Nov 2026	13 Nov 2026	**£2,650.-**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**£1,250.-**
Vienna Confirmed dates	16 Nov 2026	20 Nov 2026	**£2,940.-**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**£1,250.-**
Amsterdam Confirmed dates	23 Nov 2026	27 Nov 2026	**£2,540.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**£1,250.-**
Singapore Confirmed dates	7 Dec 2026	11 Dec 2026	**£2,820.-**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**£1,250.-**
London Confirmed dates	14 Dec 2026	18 Dec 2026	**£2,450.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**£1,250.-**
Dubai Confirmed dates	11 Jan 2027	15 Jan 2027	**£3,150.-**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**£1,250.-**
Frankfurt Confirmed dates	25 Jan 2027	29 Jan 2027	**£2,650.-**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**£1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Kuala Lumpur Confirmed dates	8 Feb 2027	12 Feb 2027	**£1,450.-**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**£1,250.-**
Rome Confirmed dates	15 Feb 2027	19 Feb 2027	**£2,450.-**
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**£1,250.-**
Paris Confirmed dates	22 Feb 2027	26 Feb 2027	**£2,860.-**
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**£1,250.-**
Istanbul Confirmed dates	8 Mar 2027	12 Mar 2027	**£2,650.-**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**£1,250.-**
Amsterdam Confirmed dates	22 Mar 2027	26 Mar 2027	**£2,540.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**£1,250.-**
Singapore Confirmed dates	12 Apr 2027	16 Apr 2027	**£2,820.-**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**£1,250.-**
Barcelona Confirmed dates	19 Apr 2027	23 Apr 2027	**£2,840.-**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**£1,250.-**
London Confirmed dates	26 Apr 2027	30 Apr 2027	**£2,450.-**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**£1,250.-**
Dubai Confirmed dates	10 May 2027	14 May 2027	**£3,150.-**
Online Confirmed dates	10 May 2027	14 May 2027	**£1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Frankfurt Confirmed dates	24 May 2027	28 May 2027	**£2,650.-**
Online Confirmed dates	24 May 2027	28 May 2027	**£1,250.-**
Cape Town Confirmed dates	7 Jun 2027	11 Jun 2027	**£1,890.-**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**£1,250.-**
Kuala Lumpur Confirmed dates	14 Jun 2027	18 Jun 2027	**£1,450.-**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**£1,250.-**
Paris Confirmed dates	21 Jun 2027	25 Jun 2027	**£2,860.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**£1,250.-**
Istanbul Confirmed dates	12 Jul 2027	16 Jul 2027	**£2,650.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**£1,250.-**
Amsterdam Confirmed dates	26 Jul 2027	30 Jul 2027	**£2,540.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**£1,250.-**
Singapore Confirmed dates	9 Aug 2027	13 Aug 2027	**£2,820.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**£1,250.-**
Rome Confirmed dates	16 Aug 2027	20 Aug 2027	**£2,450.-**
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**£1,250.-**
London Confirmed dates	23 Aug 2027	27 Aug 2027	**£2,450.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**£1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Dubai Confirmed dates	13 Sept 2027	17 Sept 2027	**£3,150.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**£1,250.-**
Frankfurt Confirmed dates	20 Sept 2027	24 Sept 2027	**£2,650.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**£1,250.-**
Kuala Lumpur Confirmed dates	11 Oct 2027	15 Oct 2027	**£1,450.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**£1,250.-**
Cape Town Confirmed dates	18 Oct 2027	22 Oct 2027	**£1,890.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**£1,250.-**
Paris Confirmed dates	25 Oct 2027	29 Oct 2027	**£2,860.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**£1,250.-**
Istanbul Confirmed dates	8 Nov 2027	12 Nov 2027	**£2,650.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**£1,250.-**
Amsterdam Confirmed dates	22 Nov 2027	26 Nov 2027	**£2,540.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**£1,250.-**
Singapore Confirmed dates	6 Dec 2027	10 Dec 2027	**£2,820.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**£1,250.-**
London Confirmed dates	13 Dec 2027	17 Dec 2027	**£2,450.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**£1,250.-**



Course content

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon UK certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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