



Workshop Overview

This workshop outlines how to plan, coordinate and integrate the tools of communication to meet clearly defined objectives. You will learn how to manage the communications process, develop and deliver the right propositions to stakeholders inside and outside your organization and construct a credible marketing communications plan.



Benefits

By the end of the workshop you will learn how to manage marketing communications in a structured, strategic way, so that you don't waste budget. You will feel confident enough to take control of the marketing communications process and be more assertive in directing communications.



Who should attend ?

The programme is for marketing communications managers, marketing managers and product managers who need to deploy a structured and coordinated approach to their marketing communications. It is also relevant to aspiring marketing or communications managers.

Outcomes & Content

- ✓ Marketing communications audit
- ✓ Audit SWOT
- ✓ Create a marketing communications plan
- ✓ Set clear objectives
- ✓ Develop strategy
- ✓ Identify stakeholders
- ✓ Select communication methods
- ✓ Measure and optimise

