



Workshop Overview

This workshop outlines the communication tools and techniques available to marketers. Topics covered include marketing communications in context, current and future trends in marketing communication, the marketing communications mix, working with agencies including the briefing process. Managing the relationship between marketers and communications agencies and measuring the communications campaign.



Benefits

Widen your knowledge and expertise in marketing communications and understand the full range of communication tools and channels available. Evaluate the way in which this dynamic field is changing through social media, mobile and digital platforms across the communications mix including advertising, PR, direct marketing, and sales promotion.

Outcomes & Content

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| ✓ Conduct a marketing communications audit | ✓ Map the needs to communication messages |
| ✓ Analyse the role of marketing communications | ✓ Maximise third party relationships |
| ✓ Identify good practices and improvements | ✓ Assess key communication tools and techniques |
| ✓ Define the target audience needs | ✓ Digital tools and channels |



Who should attend ?

This workshop is ideal for those starting a new marketing role, or moving into marketing from another business function. The workshop is also suitable for those who have marketing communications responsibilities as part of a wider role.

