



PR, MEDIA AND MARKETING

MK9 Effective Marketing Communication

This course is designed to empower professionals with a comprehensive understanding of effective marketing communication. Participants will gain insights into creating strategic, integrated communication plans that resonate across diverse markets. The course focuses on the practical application of theories, enriched with case studies and interactive sessions to help professionals understand the dynamics of modern marketing environments. By the end of the course, participants will have the tools and confidence to develop and implement robust marketing communication strategies that align with organisational objectives and ethical standards.

Course Information

Duration: 5 days

London (£4950): 16th June 2025, 4th August 2025, 29th September 2025, 17th November 2025

Companies nominating 3 or more delegates to attend the same programme will enjoy a special discount on the course fees.

Upon completion of one of our CPD certified courses, delegates will be awarded both an LMC certificate and a CPD certificate. No examination required.

Who is the course suitable for?

This course is ideally suited for marketing managers, specialists in technical marketing domains, and team leaders responsible for communication strategies. It will benefit those in charge of shaping and guiding the marketing communication efforts within their organisations, including those who manage or lead specialised functions. This course is especially valuable for professionals aiming to enhance their strategic influence and implement impactful marketing communications across various platforms.

Course profile

Foundations of Marketing Communication

- Exploring the role of marketing communication in business strategy
- Assessing the effectiveness of various promotional tools
- Understanding communication differences across media
- Integrating ethics and corporate social responsibility in communication
- Navigating industry regulations and their impact

Customer-Centric Communication Strategies

- Analysing how customers process information
- Delving into the customer decision-making process
- Assessing customer perceived risks
- Formulating strategies tailored to customer insights
- Evaluating the technological influences on customer interactions

Strategic Communication Planning

- Crafting integrated marketing communication strategies
- Developing concise marketing communication plans
- Setting clear objectives and positioning
- Understanding the strategic role of branding
- Managing financial resources for maximum impact

Advanced Advertising Techniques

- Creating compelling advertising messages
- Leveraging online and interactive media for engagement
- Utilising traditional media effectively
- Cross-platform media integration
- Exploring creative approaches in advertising

Specialised Marketing Communication

- Identifying key variables in effective international marketing
- Developing targeted B2B communication strategies
- Enhancing internal marketing communication
- Adapting messages for diverse cultural contexts
- Implementing feedback mechanisms to refine strategies

Competencies

At the end of the course, delegates will be able to:

- Develop effective marketing communication strategies aligned with business goals.
- Evaluate the impact of promotional tools and choose appropriate media.
- Craft integrated marketing plans with clear objectives and effective positioning.
- Create compelling, ethically grounded advertising messages.
- Implement advanced online and traditional marketing techniques.
- Communicate effectively with international and B2B audiences.
- Lead and influence marketing teams with specialised functions.
- Adapt communication strategies based on customer feedback and cultural diversity.

Course Booking

Call us: +44 (0) 207 724 6007

Email us: training@lmcuk.com

www.lmcuk.com

RESERVE A PLACE