



## PR, MEDIA AND MARKETING

# **MK9** Effective Marketing Communication

In today's hyper-connected world, effective marketing communication is vital to organisational success. This five-day course equips delegates with a comprehensive, digitally up-to-date approach to building impactful marketing strategies. Participants will explore the fundamentals of campaign management, strategic and digital marketing, and the growing influence of AI in shaping customer engagement. By integrating traditional communication techniques with emerging digital trends, this programme empowers marketing professionals to align their messaging with business objectives, enhance brand visibility, and engage target audiences more effectively. Through practical examples, case discussions, and hands-on exercises, delegates will gain tools and insights that can be applied across various sectors and platforms.

## Course Information

**Duration:** 5 days

**London (£4950):** 26th January 2026, 20th April 2026, 15th June 2026, 3rd August 2026, 28th September 2026, 16th November 2026, 25th January 2027

**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 Strategic Marketing Communication**

- Analysing the role of communication in business strategy
- Mapping stakeholder needs and audience segmentation
- Developing integrated marketing communication strategies
- Positioning messages to enhance brand impact
- Evaluating marketing communication channels and their effectiveness

### **Planning and Executing Campaigns**

- Designing campaign goals aligned with business objectives
- Budgeting, scheduling, and allocating resources effectively
- Coordinating multi-channel marketing efforts
- Tracking campaign success using appropriate metrics
- Managing agency relationships and internal collaboration

### **Digital and Social Media Strategies**

- Leveraging digital platforms for greater audience engagement
- Developing content strategies that resonate online
- Exploring the impact of search marketing and influencer partnerships
- Applying behavioural insights to enhance messaging
- Integrating digital tools for data-driven marketing

### **The Role of AI and Technology in Marketing**

- Exploring how AI is transforming marketing communication
- Using data insights to improve audience targeting
- Implementing personalised messaging at scale
- Evaluating the impact of emerging marketing technologies
- Reviewing successful applications of AI in marketing contexts

### **Brand Storytelling and Message Design**

- Crafting compelling brand narratives
- Aligning storytelling with organisational purpose and audience needs
- Designing content that is visually and emotionally engaging
- Maintaining consistency in brand tone and messaging
- Embedding storytelling into ongoing marketing communication

# Competencies

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

- Develop and implement strategic marketing communication plans.
- Align campaigns with business objectives across traditional and digital channels.
- Leverage AI and digital tools to enhance message targeting and impact.
- Analyse and measure campaign effectiveness using modern metrics.
- Craft compelling, audience-specific content across platforms.
- Manage cross-functional teams and agency relationships with clarity.
- Apply structured approaches to digital storytelling and content creation.
- Integrate communication strategy with brand development and customer engagement.

## Course Booking

Call us: +44 (0) 207 724 6007

Email us: [training@lmcuk.com](mailto:training@lmcuk.com)

[www.lmcuk.com](http://www.lmcuk.com)

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