INTEGRATED MARKETING COMMUNICATIONS, ADVERTISING & CAMPAIGN MANAGEMENT COURSE

Introduction

Integrated Marketing Communications, Advertising & Campaign Management is an executive-level programme designed to equip marketing, communication, advertising, brand and commercial professionals with the strategic capabilities required to plan, coordinate, execute and measure integrated marketing communication campaigns across multiple channels. Modern customers interact with organizations through numerous touchpoints, including television, radio, print, websites, search engines, social media, email, events, influencers, mobile platforms, public relations and direct communication. The challenge for organizations is to ensure that these channels work together rather than operate as disconnected activities. Participants explore the complete campaign management cycle—from situation analysis and audience research through communication objectives, creative strategy, media planning, budgeting, implementation, optimization and evaluation. The programme also examines the relationship between advertising, public relations, digital marketing, content marketing, sales promotion, direct marketing and experiential marketing, showing how these tools can be coordinated within a unified communications framework. Particular attention is given to campaign ROI, media effectiveness, customer response, brand impact, digital analytics, marketing attribution and integrated reporting, enabling organizations to make better-informed communication investment decisions.

Course Objectives

- Understand the principles of Integrated Marketing Communications (IMC).
- Develop integrated marketing communication strategies aligned with business objectives.
- Analyze target audiences and customer communication needs.

- Develop effective communication objectives and messaging strategies.
- Design compelling advertising and campaign concepts.
- Select appropriate communication channels and media platforms.
- Develop integrated media plans and campaign schedules.
- Manage advertising budgets and communication resources.
- Coordinate digital and traditional marketing communication activities.
- Integrate advertising, PR, content, social media and sales promotion.
- Monitor campaign performance and optimize campaigns.
- Measure campaign effectiveness, ROI and customer response.
- Manage agencies, suppliers and external communication partners.
- Apply data, analytics and AI to campaign planning and optimization.
- Develop integrated campaigns that strengthen brand awareness, engagement and commercial outcomes.

Course Modules

> Module 1: Integrated Marketing Communications Strategy
- Principles and evolution of Integrated Marketing Communications
- Linking communication strategy with corporate and marketing strategy
- Communication objectives and strategic priorities
- Developing an integrated communications framework

> Module 2: Audience Intelligence, Segmentation & Communication Planning
- Target audience identification and segmentation
- Customer personas and communication profiles
- Consumer behaviour and media consumption
- Audience insights and communication planning

> Module 3: Brand Messaging, Creative Strategy & Campaign Concepts
- Developing communication messages and propositions
- Creative strategy and campaign concepts
- Storytelling, emotional appeal and persuasive communication
- Message consistency across communication channels

> Module 4: Advertising Strategy & Media Planning
- Advertising objectives and strategic planning
- Traditional, digital and emerging media

- Media selection, reach, frequency and scheduling
- Media planning and budget allocation

> Module 5: Digital Marketing Communications & Social Media Campaigns
- Digital communication strategy
- Social media campaign development
- Search, display, email and content campaigns
- Digital audience engagement and conversion

> Module 6: Public Relations, Content & Corporate Communication
- Integrating PR with marketing communications
- Corporate content and thought leadership
- Media relations and stakeholder communication
- Reputation management and communication consistency

> Module 7: Sales Promotion, Direct Marketing & Experiential Communication
- Sales promotion strategies and customer incentives
- Direct and database marketing
- Events, experiential marketing and customer activation
- Integrating promotional activities into campaigns

> Module 8: Campaign Execution, Agency & Stakeholder Management
- Campaign implementation and project management
- Advertising agencies and external suppliers
- Creative briefing and campaign quality control
- Campaign timelines, coordination and governance

> Module 9: Campaign Analytics, Measurement & Marketing ROI
- Campaign KPIs and performance indicators
- Reach, engagement, conversion and attribution
- Marketing ROI and campaign effectiveness
- Dashboards, reporting and campaign optimization

> Module 10: AI, Automation & Advanced Campaign Management
- AI applications in campaign planning and content development
- Marketing automation and personalized communication
- Predictive analytics and campaign optimization

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- Future trends in integrated marketing communications