



International Training  
Center Paris

# TRAINING SCHEDULE

**Phone: +33 6 59 26 89 09**

**E-mail: [Info@itcparis.com](mailto:Info@itcparis.com)**

**Address: 78, Avenue des Champs-Élysées, 75008 Paris**

# MARKETING COMMUNICATIONS BASICS

## Overview:

Marketing Communications Basics training is designed to provide participants with a foundational understanding of the principles and techniques of marketing communications. The training focuses on the development and implementation of effective communication strategies that can help organizations reach their target audiences and achieve their marketing objectives.

### **Objectives of Marketing Communications Basics training may include:**

- Understanding the role of marketing communications: Participants will gain an understanding of the importance of marketing communications in achieving marketing goals, as well as the key principles and techniques used in marketing communications.
- Developing a marketing communications plan: Participants will learn how to develop a comprehensive marketing communications plan that is aligned with organizational goals, target specific audiences, and leverage multiple channels and tactics.
- Identifying target audiences: Participants will learn how to identify and understand target audiences, including their needs, preferences, and behaviors, in order to develop effective communication strategies.
- Developing effective messaging: Participants will learn how to develop effective messaging that resonates with target audiences and communicates key brand attributes, benefits, and differentiators.
- Selecting communication channels and tactics: Participants will learn how to select the most appropriate communication channels and tactics for reaching and engaging target audiences, including advertising, public relations, social media, email marketing, and more.
- Measuring communication effectiveness: Participants will learn how to measure the effectiveness of communication campaigns, including tracking key metrics such as reach, engagement, and conversion.

Overall, the objective of Marketing Communications Basics training is to provide participants with a foundational understanding of marketing communications principles and techniques,



as well as practical skills for developing and implementing effective communication strategies that drive business growth and success.

This training program is designed to provide participants with a foundational understanding of marketing communications principles and techniques, covering key areas such as audience analysis, messaging, communication channels and tactics, advertising, public relations, social media, email marketing, and measurement. It also includes hands-on project work to reinforce learning and encourage practical application of concepts. By the end of this training, participants should have the skills and knowledge needed to develop and implement effective marketing communication strategies that drive business growth and success.

## Targeted Groups:

- Marketing communication managers
- Public relations specialists
- Content marketing strategists
- Professionals aiming to enhance brand messaging
- Individuals focusing on integrated marketing communication

## Planning:

### Day 1: Introduction to Marketing Communications

- Overview of marketing communications fundamentals
- Understanding the role of marketing communications in achieving business goals
- Types of marketing communications

### Day 2: Understanding Your Audience

- Identifying and analyzing target audiences
- Understanding consumer behavior and preferences
- Developing customer personas

### **Day 3: Developing Effective Messaging**

- Developing a brand messaging strategy
- Communicating key attributes, benefits, and differentiators
- Developing a unique selling proposition

### **Day 4: Selecting Communication Channels and Tactics**

- Overview of communication channels and tactics
- Identifying the most appropriate channels and tactics for different audiences
- Developing a communication mix

### **Day 5: Advertising Basics**

- Overview of advertising principles and techniques
- Developing effective ad campaigns
- Measuring advertising effectiveness

### **Day 6: Public Relations Basics**

- Overview of public relations principles and techniques
- Developing a PR strategy
- Crafting effective press releases

### **Day 7: Social Media Basics**

- Overview of social media platforms and their uses
- Developing a social media strategy
- Creating engaging social media content

### **Day 8: Email Marketing Basics**

- Overview of email marketing principles and techniques
- Developing an email marketing strategy
- Crafting effective email messages

### **Day 9: Measuring Communication Effectiveness**

- Overview of marketing communication metrics
- Measuring reach, engagement, and conversion
- Analyzing communication effectiveness and making improvements

### **Day 10: Final Project and Review**

- Working on a final project applying all the learned concepts
- Presenting and receiving feedback from the instructor and peers
- Review and recap of the training program