

INTEGRATED MARKETING COMMUNICATIONS & CONTENT STRATEGIES IN THE DIGITAL AGE

“Create Seamless Brand Messaging and High-Impact Content Across Channels”

Schedule

Date	Venue	Fees (Face-to-Face)
04 - 05 Oct 2026	Doha, Qatar	USD 1995 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

In the digital age, brands compete not just for market share, but for audience attention across an expanding number of platforms. Integrated Marketing Communications (IMC) aligns all messaging and media to ensure consistency, relevance, and strategic coherence. Coupled with effective content strategies, IMC empowers organizations to build trust, drive engagement, and convert audiences.

This immersive 2-day course provides participants with practical tools to develop integrated marketing plans, manage multichannel communications, and create compelling content strategies that align with brand voice and audience expectations.

Objectives

By the end of this course, participants will be able to:

- Understand the principles of Integrated Marketing Communications (IMC)
- Align brand messaging across online and offline platforms
- Develop content strategies tailored to digital, social, and traditional media
- Measure communication effectiveness using KPIs and analytics
- Create a unified marketing communications plan that supports organizational goals

Why Attend

- Learn how to break down silos and deliver a consistent brand message
- Discover how to balance paid, owned, and earned media strategies
- Build a scalable content framework for omnichannel engagement
- Strengthen campaign impact through strategic media and message alignment
- Gain insights into trends, tools, and best practices in digital content marketing

Target Audience

This program is designed for:

- Marketing and brand managers
- Communications, public relations, and media professionals
- Digital content strategists and social media specialists
- Corporate affairs and advertising teams
- Anyone responsible for integrated campaigns or marketing messaging

Individual Benefits

Key competencies that will be developed include:

- Strategic IMC planning and execution
- Content creation and calendar development
- Channel selection and message tailoring
- Brand storytelling and audience engagement
- Communication performance analysis

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved message consistency and brand perception
- Greater synergy between marketing, PR, digital, and content teams
- Higher ROI from integrated campaigns and multichannel marketing
- Effective communication planning for product launches and brand campaigns
- Stronger brand presence and customer connection across platforms

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - IMC frameworks, messaging hierarchy, and media mix planning
- Case Studies - Analysis of successful integrated campaigns and branded content
- Workshops - Message mapping, campaign blueprinting, and content planning
- Peer Exchange - Group critiques of campaign ideas and cross-industry insights
- Tools - Content strategy templates, channel calendars, brand message matrices

Course Outline

DETAILED 2-DAY COURSE OUTLINE

Training Hours: 7:30 AM – 3:30 PM **Daily Format:** 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Foundations of IMC and Content Strategy

- Module 1: Principles of Integrated Marketing Communications (07:30 – 09:30) • What IMC is and why it matters in a fragmented media environment • The role of consistency, clarity, and cross-functional alignment
- Module 2: Crafting the Messaging Architecture (09:45 – 11:15) • Core brand message, tone, and positioning • Tailoring messages for different audiences and channels
- Module 3: Workshop – Brand Message Map Development (11:30 – 01:00) • Build a messaging blueprint for a sample product or campaign
- Module 4: Peer Exchange – IMC Successes and Failures (02:00 – 03:30) • Analyze real-world examples of integrated campaign outcomes

Day 2: Executing and Measuring Multichannel Communications

- Module 1: Content Strategy Across the Customer Journey (07:30 – 09:30) • Matching content to awareness, consideration, and conversion stages • Managing content calendars and content repurposing
- Module 2: Paid, Owned & Earned Media Planning (09:45 – 11:15) • Media mix optimization and cross-platform storytelling • Role of influencers, PR, and SEO in an integrated plan
- Module 3: Workshop – Content & Channel Plan Creation (11:30 – 01:00) • Build an IMC campaign plan including content types and media choices
- Module 4: Measuring Campaign Effectiveness (02:00 – 03:30) • Key metrics and dashboards to monitor reach, engagement, and conversion

Certification

Participants will receive a Certificate of Completion in Integrated Marketing Communications & Content Strategies in the Digital Age, validating their skills in designing and executing effective, audience-focused, and brand-consistent communication strategies.

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