

CERTIFICATE IN STRATEGIC MEDIA PLANNING

“Designing Targeted, Data-Driven Media Strategies for Maximum Brand Impact”

Schedule

Date	Venue	Fees (Face-to-Face)
03 - 07 May 2026	Kuwait	USD 3495 per delegate

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

Introduction

In the fast-evolving media landscape, effective media planning is essential for ensuring that advertising budgets deliver measurable ROI. Strategic media planning enables organizations to reach the right audience, at the right time, on the right platform, with the right message.

This course empowers participants with a practical, end-to-end understanding of how to build integrated media plans. It covers audience segmentation, media mix modeling, platform strategy (TV, digital, print, OOH), and campaign measurement. Attendees will walk away with actionable tools to plan, negotiate, and evaluate multi-channel media campaigns effectively.

Objectives

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

- Develop comprehensive media strategies based on audience insights and campaign objectives
- Select optimal media channels and scheduling strategies for different markets
- Apply media buying techniques and negotiate with agencies or publishers
- Analyze and optimize campaign performance across traditional and digital platforms
- Align media planning with brand positioning and marketing KPIs

Why Attend

- Master the full media planning process from brief to execution and review
- Understand media math, reach & frequency, and campaign budgeting techniques
- Enhance cross-channel planning skills in an integrated media environment
- Gain tools to collaborate with creative, digital, and analytics teams
- Prepare for high-impact campaigns in both consumer and B2B markets

Target Audience

This program is designed for:

- Marketing, advertising, and communications professionals
- Brand and campaign managers responsible for media investment
- Media planners, buyers, and digital marketing teams
- Agency professionals seeking a structured planning approach
- Executives overseeing advertising strategy or brand development

Individual Benefits

Key competencies that will be developed include:

- Campaign goal-setting and media strategy alignment
- Audience profiling and targeting through data analysis
- Platform and media selection across ATL, BTL, and digital
- Cost-per-thousand (CPM), share of voice (SOV), and GRP calculations
- Post-campaign analysis and reporting

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved ROI from media spend through smarter planning
- Stronger integration between marketing objectives and media execution
- More efficient collaboration with media agencies and partners
- Consistent brand presence across touchpoints
- Better data use for targeting, measurement, and optimization

Instructional Methodology

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

- Strategy Briefings - Planning cycles, campaign funnel, budgeting frameworks
- Case Studies - Real-world campaigns and platform performance
- Workshops - Build and present a multi-channel media plan
- Peer Exchange - Critique of campaigns and targeting strategies
- Tools - Media plan templates, CPM calculators, audience segmentation grids

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: Media Planning Foundations

- Module 1: Introduction to Strategic Media Planning (07:30 - 09:30) • Media planning workflow, brief to evaluation
- Module 2: Understanding Audience Behavior & Media Habits (09:45 - 11:15) • Segmentation, personas, psychographics
- Module 3: Media Objectives and KPIs (11:30 - 01:00) • Achieving awareness, consideration, and conversion goals
- Module 4: Workshop - Build an Audience Profile (02:00 - 03:30) • Create personas for a target campaign

Day 2: Media Channels & Mix Development

- Module 5: Media Mix Planning (07:30 - 09:30) • ATL, BTL, digital, programmatic, OOH, and influencers
- Module 6: Media Math - Reach, Frequency & GRPs (09:45 - 11:15) • Impressions, TRPs, cost calculations
- Module 7: Budget Allocation and Media Scheduling (11:30 - 01:00) • Flighting, pulsing, continuity strategies
- Module 8: Workshop - Channel Strategy Planning (02:00 - 03:30) • Design a media mix for a marketing objective

Day 3: Media Buying & Negotiation

- Module 9: Media Buying Principles and Models (07:30 - 09:30) • CPM, CPC, CPA, fixed-rate and performance-based buys
- Module 10: Negotiating with Media Partners (09:45 - 11:15) • Rate cards, value adds, contract management
- Module 11: Digital Buying - Programmatic, Search & Social (11:30 - 01:00) • DSPs, bidding models, targeting tactics
- Module 12: Workshop - Simulate a Media Buy (02:00 - 03:30) • Plan a negotiation and evaluate cost scenarios

Day 4: Campaign Measurement & Optimization

- Module 13: Setting Benchmarks and KPIs (07:30 - 09:30) • Brand lift, CTR, conversions, SOV, engagement
- Module 14: Post-Campaign Reporting and Analysis (09:45 - 11:15) • Report formats, media review cycles, agency alignment
- Module 15: Attribution Models and ROI (11:30 - 01:00) • Last-click, linear, time decay, multi-touch
- Module 16: Workshop - Evaluate a Campaign Report (02:00 - 03:30) • Analyze and optimize a sample campaign

Day 5: Strategic Planning Simulation

- Module 17: Integrated Campaign Brief Review (07:30 - 09:30) • Build-out of full campaign elements from strategy to execution
- Module 18: Final Presentation Preparation (09:45 - 11:15) • Group work and media plan development
- Module 19: Final Presentations - Media Plans (11:30 - 01:00) • Team presentations and feedback
- Module 20: Debrief & Personal Action Planning (02:00 - 03:30) • Apply learning to your brand or organization

Certification

Participants will receive a Certificate of Completion in Strategic Media Planning, validating their expertise in building integrated media strategies, optimizing channel selection, managing budgets, and improving campaign performance in diverse media environments.

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