MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

MARKETING COMMUNICATIONS AND MEDIA PLANNING WORKSHOP

"Create Powerful Marketing Messages and Plan Media Strategies That Maximize Impact and ROI."

Schedule

Venue (In-house)	Fees
At Your Organization Premises	Ask For The Quotation

Introduction

In today's highly competitive marketplace, success depends not only on the quality of your product or service but also on how effectively you communicate its value to the right audience. Strategic marketing communications and well-planned media campaigns are essential for building brand awareness, engaging customers, and driving sales.

The Marketing Communications and Media Planning Workshop provides a comprehensive, hands-on learning experience designed to help participants develop, implement, and evaluate integrated marketing communication (IMC) strategies. It combines the principles of persuasive messaging, creative advertising, and data-driven media planning to ensure your campaigns achieve maximum reach, frequency, and effectiveness.

Through real-world exercises, participants will gain practical insights into selecting the right media channels, managing advertising budgets, and measuring communication performance in both traditional and digital environments.

Objectives

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

- Understand the principles of Integrated Marketing Communications (IMC).
- Design consistent and compelling marketing messages across multiple platforms.
- Develop effective media strategies and allocate advertising budgets efficiently.
- Evaluate media performance metrics and return on investment (ROI).
- Integrate digital and traditional media channels into cohesive campaigns.
- Build media plans that align with target audience behavior and business goals.

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Why Attend

Modern marketing requires both strategic creativity and analytical precision. This workshop gives you the frameworks and tools to master both—enabling you to craft persuasive messages and plan campaigns that reach audiences efficiently.

Whether you manage a marketing team, work in advertising, or handle communications strategy, you'll gain the confidence to build impactful campaigns that resonate with your audience and deliver measurable results.

Target Audience

This workshop is ideal for:

- Marketing Managers and Executives
- Advertising and Brand Managers
- Media Planners and Buyers
- Digital Marketing Professionals
- Public Relations and Corporate Communication Officers
- Entrepreneurs and Business Owners involved in marketing strategy

Individual Benefits

- Gain hands-on experience in designing and evaluating media campaigns.
- Learn to select the best media mix for your target audience.
- Improve communication and branding effectiveness.
- Understand budgeting and negotiation techniques with media suppliers.
- Develop creative, data-informed marketing plans.
- Enhance your confidence in leading marketing communication projects.

Organizational Benefits

- Build stronger brand recognition through consistent and impactful messaging.
- Optimize marketing spend across multiple communication channels.
- Increase campaign effectiveness through targeted media planning.
- Enhance internal collaboration between marketing, sales, and creative teams.
- Achieve better ROI through data-driven advertising and media management.
- Strengthen customer engagement and loyalty through focused communication.

Instructional Methodology

This highly interactive workshop uses a blend of methods to ensure practical understanding and skill development, including:

- Instructor-led discussions and presentations
- Case studies of successful marketing campaigns
- Group projects and media planning exercises
- Hands-on tools for budgeting and channel selection
- Role-play and creative brainstorming sessions
- Performance evaluation and feedback

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Course Outline

Module 1: Foundations of Marketing Communications

- The role of IMC in modern marketing strategy
- Aligning communications with brand and business objectives
- The communication process: message, medium, and audience

Module 2: Message Development and Creative Strategy

- Crafting powerful and persuasive marketing messages
- Brand storytelling and emotional appeal
- Integrating tone, imagery, and content for consistency

Module 3: Media Planning Principles

- Understanding reach, frequency, and impact
- Media selection criteria: print, broadcast, digital, outdoor, and social media
- Budget allocation and scheduling

Module 4: Digital Media and Emerging Platforms

- Planning campaigns across digital channels (SEO, PPC, social media, display, video)
- Programmatic advertising and audience targeting
- Leveraging analytics for media optimization

Module 5: Evaluating Campaign Effectiveness

- Key performance indicators (KPIs) for communication success
- Post-campaign analysis and reporting
- Media audits and ROI assessment

Module 6: Integrated Campaign Development Workshop

- Group activity: designing a complete IMC and media plan
- Presentation, feedback, and refinement of campaign strategies

Certification

Upon successful completion, participants will receive a Certificate in Marketing Communications and Media Planning, recognizing their ability to create, execute, and evaluate integrated marketing communication campaigns with strategic and measurable impact.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

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