Training Course on Marketing Communication and Public Relations

Professional Development Training Course Outline

Category	Business	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In an era where information travels faster than ever, effective marketing communication and public relations (PR) are critical for building and maintaining a positive brand image. This training course on Marketing Communication & Public Relations focuses on key components such as crafting compelling press releases, managing media relations, and developing strategic communication plans. Participants will learn how to engage with audiences, convey messages clearly, and navigate the complexities of public perception. A strong marketing communication strategy not only enhances brand visibility but also fosters trust and credibility among stakeholders. By mastering PR techniques, marketers can effectively manage crises, promote positive stories, and create meaningful connections with the media and the public. This course empowers participants to develop comprehensive communication strategies that align with their organizational goals and resonate with target audiences. Through a blend of theory and practical application, participants will gain the skills necessary to execute effective marketing communication and PR campaigns. From writing impactful press releases to building productive media relationships, this course provides a robust framework for successful communication in today's fast-paced environment. Ultimately, participants will leave equipped to enhance their organization's reputation and achieve their communication objectives.

Programme Curriculum

Training Course on Marketing Communication & Public Relations

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Course Objectives

1. Understand the fundamentals of marketing communication and public relations.
2. Explore the role of PR in building brand reputation and trust.
3. Develop skills in crafting effective press releases and media materials.
4. Learn strategies for managing media relations and building relationships with journalists.
5. Create and implement strategic communication plans.
6. Understand the importance of storytelling in marketing communication.
7. Leverage digital platforms for effective communication and engagement.
8. Manage crisis communication and respond to negative publicity.
9. Measure the effectiveness of communication campaigns.
10. Stay updated on emerging trends in marketing communication and PR.
11. Create a comprehensive PR strategy for a brand or organization.
12. Engage stakeholders effectively throughout the communication process.

Target Audience

- Marketing Professionals
- Public Relations Specialists
- Brand Managers
- Communication Strategists
- Business Development Managers
- Entrepreneurs and Startups
- Students in Marketing and Communications
- Non-Profit Organization Leaders

Course Duration: 5 Days

Course Modules

Module 1: Introduction to Marketing Communication

- Overview of marketing communication and its significance.
- Key components of effective communication strategies.
- Understanding the communication process and models.
- Differences between marketing communication and public relations.
- Case studies of successful marketing communication campaigns.

Module 2: The Role of Public Relations

- Understanding the functions of public relations in marketing.
- The impact of PR on brand reputation and public perception.
- Strategies for integrating PR with marketing efforts.
- Exploring the role of PR in crisis management.
- Case studies of brands effectively using PR.

Module 3: Crafting Effective Press Releases

- Key elements of a successful press release.
- Techniques for writing clear and engaging press releases.
- Understanding the structure and format of press releases.
- Tips for targeting the right audience and media outlets.
- Practical exercises in writing press releases.

Module 4: Managing Media Relations

- Importance of building relationships with journalists and media outlets.
- Techniques for effective media outreach and pitching.
- Understanding journalist needs and preferences.
- Strategies for fostering positive media coverage.
- Case studies of successful media relations efforts.

Module 5: Strategic Communication Planning

- Steps for developing a comprehensive communication plan.
- Setting communication goals and objectives.
- Identifying target audiences and key messages.
- Creating a timeline and budget for communication initiatives.
- Practical exercises in communication planning.

Module 6: Storytelling in Marketing Communication

- The power of storytelling in engaging audiences.
- Techniques for crafting compelling narratives.
- Using stories to convey brand values and messages.

- Case studies of brands that excel at storytelling.
- Practical exercises in developing brand stories.

Module 7: Leveraging Digital Platforms

- Overview of digital communication channels and their importance.
- Strategies for using social media for PR and marketing.
- Understanding the role of content marketing in communication.
- Best practices for engaging audiences online.
- Case studies of successful digital communication campaigns.

Module 8: Measuring Communication Effectiveness

- Key performance indicators (KPIs) for evaluating communication efforts.
- Techniques for tracking and analyzing communication outcomes.
- Utilizing feedback and analytics to improve strategies.
- Reporting on PR and communication success to stakeholders.
- Best practices for continuous improvement in communication.

Training Methodology

- **Interactive Workshops**: Engaging discussions and hands-on activities.
- **Practical Demonstrations**: Real-world applications of communication tools.
- **Group Projects**: Collaborative problem-solving and strategy development.
- **Expert Presentations**: Insights from industry leaders and practitioners.
- **Case Studies**: Analyzing successful marketing communication initiatives.

This course is designed to equip participants with the skills necessary to develop and implement effective marketing communication and public relations strategies, ensuring that they can enhance their organization's reputation and achieve their communication goals in a rapidly evolving landscape.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call +254769199797

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

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