

# THE COMPLETE PROGRAM OF MARKETING, COMMUNICATIONS & MEDIA PLANNING

Accra - Ghana

26 - Oct 2026 - 30 - Oct 2026

\$5,500



**GENTEX**<sup>®</sup>  
TRAINING CENTER



## Introduction

In today's dynamic marketing landscape, success hinges on a strategic blend of effective marketing, clear communication, and meticulous media planning. This comprehensive five-day program, offered by Gentex Training Center, equips participants with the essential knowledge and practical skills to navigate the ever-evolving marketing ecosystem. Through a deep dive into core marketing principles, communication strategies, and media planning techniques, participants gain the ability to craft compelling brand narratives, target the right audience, and measure the impact of their marketing efforts.

## The Complete Program of Marketing, Communications & Media Planning Course Objectives:

- Develop a comprehensive understanding of the fundamental marketing concepts and frameworks.
- Master the art of audience segmentation, buyer persona creation, and market research.
- Cultivate strong communication skills to craft persuasive messaging across various channels.
- Design and implement effective integrated marketing communication (IMC) campaigns.
- Gain expertise in selecting the most suitable media channels for target audience reach.
- Develop proficiency in crafting effective media plans and negotiating media buys.
- Analyze marketing campaign performance and optimize strategies for continuous improvement.



## Course Methodology

This interactive program utilizes a participant-centric approach that blends lectures, case studies, group discussions, and practical exercises. Participants actively engage in real-world marketing scenarios, allowing them to apply their newfound knowledge to develop and refine their marketing plans. Through collaborative learning and expert guidance, participants gain the confidence to become strategic marketing masterminds.

## Who Should Take This Course

- Marketing professionals seeking to enhance their skillset
- Business owners and entrepreneurs
- Sales and communication professionals
- Public relations specialists
- Content creators and social media managers
- Anyone seeking a career in marketing or marketing communications

## The Complete Program of Marketing, Communications & Media Planning Course Outline:

### Day 1: Marketing Fundamentals and Market Analysis

- Understanding the Marketing Mix and Marketing Strategy Development
- Customer Segmentation, Targeting, and Buyer Persona Creation
- Conducting Effective Market Research and Analyzing Consumer Behavior
- Introduction to Integrated Marketing Communication (IMC)



## Day 2: The Power of Communication: Crafting Your Brand Story

- Developing a Compelling Brand Identity and Messaging Architecture
- The Art of Storytelling for Marketing and Communication
- Effective Content Marketing Strategies for Audience Engagement
- Choosing the Right Communication Channels for Your Target Audience

## Day 3: Demystifying Media Planning and Buying

- Introduction to Traditional Media (Print, TV, Radio) and Digital Media Channels
- Understanding Media Metrics and Audience Measurement Tools
- Developing Effective Media Plans and Negotiating Media Buys
- The Rise of Social Media Marketing and Paid Advertising

## Day 4: Putting it All Together: Creating Integrated Marketing Campaigns

- Designing and Implementing Multi-Channel Marketing Campaigns
- Leveraging Marketing Automation Tools for Increased Efficiency
- Integrating Public Relations and Social Media Strategies for Brand Awareness
- Measuring Marketing Campaign Performance and Return on Investment (ROI)

## Day 5: The Future of Marketing: Emerging Trends and Continuous Improvement

- Exploring the Latest Trends in Marketing Technology (MarTech)

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- The Rise of Artificial Intelligence (AI) and Big Data in Marketing
- Adapting Marketing Strategies for a Mobile-First World
- Continuous Learning and Staying Ahead of the Marketing Curve

## Conclusion

By successfully completing this comprehensive program, participants will have gained the knowledge, skills, and confidence to develop and execute strategic marketing campaigns. They will be equipped to navigate the complexities of the modern marketing landscape, effectively communicate their brand message, and achieve measurable results.

