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PUBLIC RELATIONS | PR-011

Executive Strategic Marketing and Communications

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Course content

Why Attend

Why Attend Executive leaders need strong communication and marketing capabilities to build reputation, align stakeholders, strengthen brands, and support business growth. Strategic communication ensures that messages are clear, consistent, and connected to organizational objectives. This course provides participants with practical tools to develop communication strategies, manage brand reputation, engage stakeholders, and measure performance effectively.

Course Methodology This course uses an interactive and practical approach through presentations, executive case studies, group discussions, strategy workshops, communication exercises, analytics reviews, and real workplace examples.

Course Objectives

- Understand executive communication principles and business impact
- Build strategic communication plans aligned with objectives
- Strengthen brand reputation and market positioning
- Improve stakeholder engagement and relationship management
- Apply storytelling for stronger communication influence
- Develop crisis communication readiness
- Use KPIs and analytics to measure results
- Enhance leadership presence in marketing and communications

Target Audience

- Senior Executives
- Marketing Directors
- Communication Managers
- Public Relations Leaders

Course content

Target Audience

- Department Heads
- Business Owners
- Anyone responsible for executive communication and brand strategy

Target Competencies

- Strategic Communication
- Executive Leadership
- Brand Management
- Stakeholder Engagement
- Marketing Strategy
- Crisis Communication
- Performance Measurement
- Presentation Skills

Course outline

Day 1: Communication Fundamentals

- Introduction to communication: definition, purpose, and nature
- Communication theories and principles
- Various communication types
- Objectives of a leader's communication
- Communication channels and their features
- Communication tools and platforms for management

Day 2: Strategic Communication Planning

Course content

Course outline

- Steps for creating a communication strategy aligned with objectives
- Role of communication in supporting business strategy
- Setting measurable communication goals
- Characteristics of effective communication messages
- Role and impact of storytelling in communication
- Methods for executing successful communication initiatives

Day 3: Brand Management

- Definition and importance of brand management
- Building and protecting organizational reputation
- Brand positioning techniques
- Communicating a brand across channels
- Managing brand perception internally and externally
- Brand equity and methods for measuring it
- Developing a crisis communication plan

Day 4: Stakeholder Engagement

- Importance of stakeholder engagement
- Identifying, mapping, and analyzing stakeholders
- Strategies for effective stakeholder engagement
- Building positive relationships with stakeholders
- Representing the organization during events
- Importance of stakeholder feedback

Day 5: Performance Measurement

Course content

Course outline

- Importance of communication performance measurement
- Main KPIs for communication effectiveness
- Techniques for conducting communication audits
- Role of data and analytics in improving strategy
- Reporting and presentation techniques for results
- Communication barriers and overcoming solutions

Seminar dates

Available seminar dates

Live dates and pricing for Executive Strategic Marketing and Communications generated from the course details page.

Date	Location	Format	Fee
9 - 13 November 2026	Istanbul - Turkey	Classroom	**€3,080.-**
16 - 20 November 2026	Amsterdam - Netherlands	Classroom	**€3,360.-**
7 - 11 December 2026	Istanbul - Turkey	Classroom	**€2,560.-**
14 - 18 December 2026	Paris - France	Classroom	**€3,520.-**
21 - 25 December 2026	Barcelona - Spain	Classroom	**€3,360.-**
4 - 8 January 2027	Geneva - Switzerland	Classroom	**€4,200.-**
1 - 5 February 2027	Istanbul - Turkey	Classroom	**€2,280.-**
1 - 5 March 2027	Kuala lumpur - Malaysia	Classroom	**€1,800.-**
5 - 9 April 2027	Amsterdam - Netherlands	Classroom	**€3,400.-**
3 - 7 May 2027	London - U.K	Classroom	**€3,360.-**
7 - 11 June 2027	Kuala lumpur - Malaysia	Classroom	**€1,800.-**
5 - 9 July 2027	Amsterdam - Netherlands	Classroom	**€3,400.-**
2 - 6 August 2027	London - U.K	Classroom	**€3,360.-**
6 - 10 September 2027	Barcelona - Spain	Classroom	**€3,080.-**
4 - 8 October 2027	London - U.K	Classroom	**€3,360.-**
1 - 5 November 2027	Barcelona - Spain	Classroom	**€3,080.-**
6 - 10 December 2027	Istanbul - Turkey	Classroom	**€2,280.-**