



Internal Marketing Communications Course

A 5 Star Rated course from the Marketing experts





Internal Marketing Communications

This is a one day training course and workshop in which you will learn about the concepts, planning, channels and skills of internal marketing communications.

Introduction

Our Internal Marketing Communications Training is a one day course designed for people with responsibility for the internal marketing communications of their organisation but do not have any significant training or extensive expertise in this area.

Who would benefit from this course?

Anyone who works in or has responsibility for the internal marketing communications of their organisation

Classroom & Virtual Classroom Courses

We offer this course as a classroom based course and as a live, interactive online course.

Our classroom courses are run as at the venues shown on the last page or as a private course anywhere in the UK.

Our online Virtual Classroom courses are available for people anywhere in the world with internet access.

You will be able to see the trainer, their screen, be able to chat and ask questions, just like on our regular classroom courses.

No More Than 6 Delegates

5 Star Rated Course

Practice Led Learning

3 Months Online Support

Lunch Provided

Detailed Course Notes

Our interactive practical courses and learner centred approach, combined with small class sizes, provides the very best learning environment

Google

5.0 ★★★★★

The courses were really informative! I started the courses as a novice and they have taught me all the skills I need to really progress.

Amina Khan |
Marketing Manager

Private & One to One courses

We offer private group courses and one-to-one courses throughout the UK. Please email or call us with your preferred venue, number of delegates and any requests.





Internal Marketing Communications

Course Outline

Introduction to Internal Marketing Communications

- What are Internal Communications
- Why we need to invest in them

Understanding Your Audience

- Engaged staff characteristics
- How can you get staff engaged?
- Employee Value Proposition (EVP) Audiences for internal marketing communications
- Who's Job is it? Identifying Roles, Influencers & Ambassadors

Developing Your Internal Marketing

- Understanding your organisation
- Understanding your Brand
- Developing your Vision & Mission
- Developing your Internal Brand Values
- Identifying your Internal Communications Objectives
- Identifying the best Communication Channels to use

Creating and Measuring Internal Marketing

- Creating your Internal Voice
- Creating Engaging Content
- Overcoming Obstacles
- Measurement

To book please see next page

Google

5.0 ★★★★★

Great experience, Great tutor at a great central setting close to University of Manchester University. No negative points, would highly recommend.

Richard Allen |
University of Manchester

For private courses the course content can be adapted to suit your requirements.
Please contact us to discuss your requirements.





Internal Marketing Communications Course

Why Choose M Training's Internal Marketing Communications Training Course

- Run by a specialist Marketing trainer with over 10 years' experience
- This course is limited to 6 places, so you are guaranteed personal support throughout the day
- 5 Star Rated in Google and Facebook and post course reviews.
- Convenient locations in Manchester, Leeds, Liverpool, and Birmingham.
- Detailed course notes provided
- Lunch & refreshments provided
- Certificate of achievement

Private and One-to-One Courses

One-to-one and private group courses are available from £590 for a one day classroom course or £550 online.

These courses are ideal if you cannot make one of the set course dates or if you want a more advanced course or different course outline/focus.

One-to-one and private group courses can be run anywhere in the UK or at our Manchester or Birmingham offices.

How to book

To reserve your place on our Internal Marketing Communications course, simply pick your preferred date and book on our website, send us an email or give us a call.

Or if you prefer, we offer private and In-House training on request.

Email: info@mtraining.co.uk

Call: 0161 226 6032

Or visit: www.mtraining.co.uk

We offer group booking discounts for two or more delegates.

Excellent delivery, informative, great analogies and thorough explanations.

Tayla Toby |
Crystal Collections