



Marketing Communications Strategy Course

A 5-star rated course from the training experts

Marketing Communications Strategy

This 1-2 day training course is designed for people with responsibility for the marketing of their company / organisation but do not have any significant training or extensive expertise in marketing

Introduction

The Marketing Communications Training Course we will be evaluating your business to identify the key opportunities, setting targets and identifying the on-line and off-line techniques and channels you can use to market your organisation.

We will work together to develop a marketing communications strategy and action plan.

Who would benefit from this course?

This course is designed for anyone in a business or organisation who wants to develop their understanding of effective marketing communications.

Private & One to One courses

We offer private group courses and one-to-one courses throughout the UK. From £690 for a 1 day classroom-based course and from £590 for a private Online course. Please email or call us with your preferred venue, number of delegates and any requests.

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.

Small Class Sizes

5 Star Rated Course

Practice Led Learning

3 Months Online Support

Lunch Provided

Detailed Course Materials

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

Google

5.0 ★★★★★

I We found the course really helpful and we're already using the information to mould our website format and the pages. Look forward to catching up then and thanks again, we both really enjoyed the day and felt we gained a lot from it.

Debra |
Apple Transcriptions



Marketing Communications

Course Outline

This training course is run in a workshop format.

We will discuss and evaluate your current marketing activities and try to identify ways in which you can be more successful in your marketing.

Day 1

- Introduction to Marketing Communications
- Evaluating/setting your business objectives
- Evaluating your brands and unique selling points
- Identifying the key market opportunities
- Creating your marketing communications objectives
- Identifying the best marketing techniques for you to use

Day 2

- Evaluation of the best communication channels / tools to use
- Building a Marketing Communications Strategy
- Working on the strategy document to create a plan of action

To book please see next page

Google

5.0 ★★★★★

M Training developed our bespoke training offer it was so relevant to our business and the trainers were fantastic.

Sarah Woolley |
Wythenshawe
Community Housing
Group

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



Marketing Communications Strategy Course

Why Choose M Training's 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 £690 for a one day classroom based course or from £590 for a 1 day Online course.

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 book the Marketing Communications Strategy course simply send us an email or give us a call.

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.

Martin was excellent on Monday, he's given me an absolute wealth of advice in insight that will be really vital to our marketing plans going forward.

Mike Linstead |
Heptonstalls

