



London TDM

Marketing and Communication Training Courses

Course Venue: United Arab Emirates - Dubai

Course Date: From 12 April 2026 To 16 April 2026

Course Place: Downtown Dubai

Course Fees: 5,000 USD

Introduction

The "Integrated Marketing Communications (IMC)" course is designed for professionals looking to enhance their understanding and application of cohesive marketing strategies. Over five days, participants will gain insights into effectively combining various marketing channels and tools to deliver a unified and impactful message. The course provides both theoretical knowledge and practical skills, empowering attendees to optimize communication between businesses and their audiences.

- Understand the components and value of IMC.
- Develop skills to create a cohesive IMC strategy.
- Analyze case studies to identify successful IMC practices.
- Utilize modern digital tools in integrated marketing.
- Measure and evaluate the effectiveness of IMC campaigns.

Course Outlines

Day 1: Introduction to Integrated Marketing Communications

- Definition and importance of IMC
- IMC vs. traditional marketing communications
- The role of branding in IMC
- Elements of IMC: Advertising, PR, sales promotion, etc.
- Case studies of successful IMC campaigns

Day 2: Strategic Planning in IMC

- Developing an IMC strategy
- Identifying and segmenting the target audience
- Setting objectives and budgets for IMC
- Creative strategy development
- Aligning communication objectives with business goals

Day 3: Integrated Use of Marketing Channels

- Selecting the right mix of communication channels
- Role of digital media in IMC
- Integrating social media into the IMC mix
- Leveraging traditional and new media
- Coordinating IMC activities across various platforms

Day 4: Implementation and Execution of IMC Campaigns

- Developing creative and media plans
- Coordination among marketing teams
- Managing the timing and sequence of communications
- Balancing consistency with flexibility
- Overcoming challenges and barriers in implementation

Day 5: Evaluation and Measurement of IMC Effectiveness

- Setting KPIs and benchmarks for IMC
- Tools and methods for evaluating campaign success
- Analyzing feedback and adjusting strategies
- ROI in integrated marketing communications
- Continuous learning and improvement in IMC