



London TDM

# Marketing and Communication Training Courses

**Course Venue:** Malaysia - Kuala Lumpur

**Course Date:** From 19 April 2026 To 23 April 2026

**Course Place:** Royale Chulan Hotel

**Course Fees:** 6,000 USD

## Introduction

The "Strategic Communication Planning" professional course is designed to equip participants with the skills and knowledge necessary to develop, execute, and evaluate effective communication strategies in various organizational contexts. This comprehensive five-day course combines theoretical insights with practical applications, providing attendees with a robust framework for enhancing their strategic communication capabilities.

## Objectives

- Understand the core principles of strategic communication planning.
- Identify the key components of successful communication strategies.
- Develop skills to craft tailored messaging for diverse audiences.
- Enhance abilities in evaluating communication effectiveness.
- Learn to adapt communication plans in response to evolving circumstances.

## Course Outlines

### Day 1: Introduction to Strategic Communication

- Overview of strategic communication and its importance
- Key theories and models in communication planning
- Understanding the communication landscape
- Identifying stakeholders and audience segmentation
- Setting clear communication objectives

### Day 2: Crafting Effective Communication Strategies

- Defining strategic communication goals and metrics
- Developing key messages and positioning statements
- Choosing appropriate communication channels
- Integrating brand voice and corporate identity
- Managing resources and budgeting for communication activities

### Day 3: Implementing Communication Plans

- Steps in executing a communication strategy
- Coordinating cross-functional teams for communication efforts
- Crisis communication and issues management
- Leveraging technology and digital platforms
- Ensuring consistency and alignment in messaging

### Day 4: Measuring Communication Effectiveness

- Tools and methods for measuring communication impact
- Evaluating qualitative and quantitative data
- Gathering and assessing feedback from stakeholders
- Using analytics to refine communication strategies
- Case studies on measuring success in communication

## **Day 5: Adapting Communication Strategies**

- Identifying and responding to changes in the communication environment
- Adapting strategies for diverse cultures and global audiences
- Sustaining engagement through innovative approaches
- Building and maintaining trust through communication
- Workshop: Developing adaptive communication plans for real-life scenarios