

Marketing and Public Relations Strategy Course

15 – 19 November 2027
Amsterdam

AGILE LEADERS
Training Center

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Ref: 103600690_84402 **Date:** 15 – 19 November 2027 **Location:** Amsterdam **Fees:** 5700 Euro

Overview

Commercial visibility requires seamless alignment between promotional campaigns and institutional messaging. This Marketing and Public Relations Strategy course equips professionals to harness integrated marketing communications, coordinate the PESO framework, and drive commercial brand positioning across diverse platforms. Participants examine how to connect promotional storytelling with audience touchpoints using the Grunig and Hunt communication models, audience segmentation, and buyer journey mapping. The curriculum emphasizes brand storytelling, influencer partnerships, and multichannel campaign alignment to build commercial brand stature. This course is delivered by Agile Leaders Training Center.

Who Should Attend

- Brand strategists and campaign leads seeking integrated marketing communications frameworks.
- Promotional directors and marketing managers coordinating earned, owned, and paid outreach.
- Content marketing heads aligning commercial messaging with enterprise values.
- External affairs specialists and press liaisons executing brand launches and announcements.
- Multichannel campaign coordinators overseeing social ecosystems and audience touchpoints.

Departments and Industries

This programme serves marketing, brand management, and external outreach teams operating in competitive commercial environments.

- Consumer Goods and Retail Brand Management Units
- Technology and Software Product Marketing Divisions
- Financial Services and Wealth Advisory Outreach Teams
- Energy and Industrial Enterprise Marketing Departments
- Healthcare and Life Sciences Product Commercialization Groups

Learning Objectives

By the end of this course, participants will be able to:

- Design integrated marketing communications roadmaps that support commercial objectives.
- Deploy the PESO model across paid, earned, shared, and owned promotional touchpoints.
- Construct compelling message pillars using structured brand storytelling principles.
- Coordinate press briefings, editorial pitches, and designated spokesperson interviews.
- Apply audience segmentation to customize content across diverse buyer journeys.
- Track campaign performance using sentiment indicators and reach metrics.

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Course Agenda

Day 1: Foundations of Integrated Marketing and the PESO Model

- Evolution of integrated marketing communications in modern business environments
- Connecting promotional initiatives to commercial brand positioning priorities
- Applying Grunig and Hunt communication models to consumer-facing programmes
- Structuring omnichannel assets using the PESO model
- Ethical messaging standards and promotional transparency requirements
- Review: Assessing commercial campaign coherence and touchpoint integration

Day 2: Audience Segmentation, Narrative Architecture, and Brand Storytelling

- Translating commercial objectives into targeted campaign roadmaps
- Audience segmentation, buyer persona development, and journey mapping
- Architecting core narrative pillars to achieve multichannel campaign alignment
- Applying the PESO framework to balance paid visibility with earned reach
- Selecting promotional distribution vectors for targeted buyer demographics
- Review: Constructing audience-specific messaging matrices and content blueprints

Day 3: Press Collaboration, Newsroom Dynamics, and External Advocacy

- Collaborating with print, broadcast, and digital newsrooms for earned visibility
- Crafting newsworthy brand announcements, press materials, and briefing decks
- Preparing designated spokespersons for commercial launch interviews
- Managing editorial inquiries, interview protocols, and inaccurate reporting
- Fostering commercial trust through proactive information sharing
- Review: Simulating product announcement briefings and executive Q&A sessions

Day 4: Online Influence, Content Distribution, and Issue Mitigation

- Managing online brand communities across interactive networks and platforms
- Structuring multimedia content schedules for sustained audience reach
- Vetting, contracting, and managing high-impact influencer partnerships
- Monitoring social sentiment indicators and conversational trends
- Rapid-response protocols for mitigating online brand controversies
- Review: Designing an actionable response plan for emerging promotional issues

Day 5: Brand Stature, Analytics Dashboards, and Emerging Trends

- Differentiating brand image, product identity, and long-term enterprise stature
- Protecting commercial equity across priority demographic segments
- Establishing analytics dashboards for message penetration and share of voice
- Promoting sustainability initiatives and corporate social responsibility goals
- Evaluating automation tools, artificial intelligence, and evolving marketing trends
- Review: Assembling a holistic performance scorecard for promotional campaigns

Course Toolbox

Participants receive practical templates and operational guides to streamline campaign design and execution.

- Integrated marketing communications campaign planning template
- PESO model allocation matrix and channel scoring framework
- Audience segmentation and persona mapping worksheet
- Brand storytelling and message hierarchy workbook
- Performance measurement and sentiment analysis dashboard

FAQs

What prerequisites are required to participate in this programme?

No formal academic qualifications are required. The curriculum suits professionals working in marketing, brand management, external outreach, content strategy, or commercial promotion. Prior experience with promotional campaigns is beneficial but not mandatory.

What is the daily schedule and overall time commitment for this programme?

Each day consists of 4 to 5 hours of instruction, structured exercises, and practical reviews. The entire one-week programme comprises 20 to 25 instructional hours.

How does this programme integrate the PESO model into promotional planning?

The curriculum demonstrates how to balance paid advertising, earned press, shared community content, and owned publishing assets into a single operational roadmap, maximizing market reach while optimizing commercial resources.

Conclusion

By completing this programme, marketing and brand professionals gain the strategic tools required to align promotional efforts with commercial objectives. Applying the PESO framework and structured messaging empowers teams to expand market share, build authentic audience connections, and safeguard long-term brand equity.