



Leading Marketing & Public Relations: Strategy, Media & Reputation

20 – 24 September 2027
Abu Dhabi

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Overview

Aligning promotional campaigns with corporate messaging is critical for building audience trust and commercial credibility. This Marketing and Public Relations Strategy Training equips professionals to coordinate marketing public relations, manage media relationships, and protect institutional standing across diverse channels. Participants examine the integration of public relations with broader marketing objectives using the PESO model, Grunig and Hunt communication models, and stakeholder analysis. The programme develops practical competencies in brand storytelling, influencer collaboration, and proactive reputation oversight. This course is delivered by Agile Leaders Training Center.

Who Should Attend

- Public relations managers and communication officers seeking structured campaign methodologies.
- Marketing managers and brand strategists coordinating earned and owned media initiatives.
- Corporate communications specialists aligning commercial messaging with corporate identity.
- Media relations officers and press contacts handling organizational announcements and inquiries.
- Digital content leads and social media strategists overseeing multichannel audience engagement.

Departments and Industries

This course serves communications, brand, and marketing teams navigating complex stakeholder environments across diverse sectors.

- Corporate Affairs and Public Relations Units in Banking and Financial Institutions
- Marketing Communications Teams across Technology and Telecommunications
- External Relations and Media Offices in Energy, Utilities, and Industrial Sectors
- Brand Management and Customer Engagement Divisions in Retail and Consumer Goods
- Communications and Stakeholder Outreach Departments in Healthcare and Pharmaceuticals

Learning Objectives

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

- Formulate structured marketing public relations plans that support organizational goals.
- Apply the PESO framework to unify paid, earned, shared, and owned communication channels.
- Construct persuasive brand stories and key message architectures tailored to priority audiences.
- Establish professional media protocols for press briefings, interviews, and issue response.
- Map stakeholder expectations to foster transparent dialogue and institutional trust.
- Evaluate public relations performance using media analytics and sentiment indicators.



Course Agenda

Day 1: Foundations of Marketing Public Relations and Integrated Channels

- Evolution, scope, and commercial role of marketing public relations
- Aligning brand marketing with corporate communication goals
- Application of Grunig and Hunt communication models in practice
- Structuring multichannel campaigns with the PESO framework
- Relationship management principles and ethical communication standards
- Review: Assessing organizational communication alignment and channel integration

Day 2: Campaign Strategy, Audience Research, and Brand Storytelling

- Translating institutional priorities into measurable communication objectives
- Stakeholder identification, audience segmentation, and priority mapping
- Designing tactical marketing public relations campaign roadmaps
- Developing core message pillars and brand storytelling structures
- Channel selection criteria across paid, earned, shared, and owned assets
- Review: Constructing audience-centric messaging frameworks and campaign matrices

Day 3: Media Relations Management and Stakeholder Engagement

- Working with modern print, broadcast, and digital newsrooms
- Designing media announcements, press kits, and executive briefings
- Facilitating press conferences and coordinating designated spokespersons
- Stakeholder dialogue techniques focused on transparency and active listening
- Managing sensitive inquiries and addressing inaccurate media coverage
- Review: Simulating spokesperson preparation and media interaction protocols

Day 4: Digital PR Channels, Influencer Collaboration, and Issue Mitigation

- Digital public relations dynamics across social networks and online communities
- Developing multimedia content plans for sustained audience outreach
- Evaluating, selecting, and managing influencer partnerships
- Implementing social listening frameworks and online sentiment tracking
- First-response protocols for digital issues and reputational threats
- Review: Formulating a real-time digital engagement and response plan

Day 5: Reputation Governance, PR Analytics, and Future Trends

- Distinguishing corporate identity, brand image, and organizational reputation
- Mapping reputation exposure across stakeholder groups and policy issues
- Measurement frameworks: media coverage quality, share of voice, and stakeholder feedback
- Communicating corporate social responsibility and sustainability initiatives
- Navigating cross-cultural communication challenges and artificial intelligence trends
- Review: Establishing communication key performance indicator dashboards

Course Toolbox

Participants receive practical templates and analytical frameworks to support campaign design and execution.

- Marketing public relations strategy planning template
- PESO media distribution matrix and channel selector
- Stakeholder influence-interest mapping grid
- Brand storytelling and key message architecture sheet
- Communication performance evaluation dashboard

FAQs

What specific qualifications or prerequisites are needed for participants before enrolling in the course?

No formal qualification is required. The course is suitable for professionals working in public relations, marketing, corporate communications, media relations, stakeholder engagement, brand management, digital communications, or related functions. Previous exposure to communication or marketing activities is helpful but not mandatory.

How long is each day's session, and is there a total number of hours required for the entire course?

Each day's session is generally structured to last around 4-5 hours, with breaks and interactive activities included. The total course duration spans five days, approximately 20-25 hours of instruction.

What is the difference between Marketing Public Relations, Public Relations, and Integrated Marketing Communications?

Public Relations focuses broadly on managing communication and relationships between an organization and its stakeholders. Marketing Public Relations applies PR methods more directly to marketing objectives such as credibility, visibility, audience engagement, and brand support. Integrated Marketing Communications coordinates multiple communication channels to deliver consistent messages across paid, earned, shared, and owned media.

How This Course Differs

This programme focuses specifically on integrating promotional objectives with institutional communication frameworks, avoiding the separation often found between commercial marketing and corporate affairs. By linking strategic messaging with the PESO framework, digital public relations, and stakeholder trust-building, participants acquire balanced competencies that strengthen brand positioning while safeguarding organizational reputation across modern media channels.