

MARKETING & COMMUNICATION | COURSE BROCHURE

Integrated Marketing Communications

5 days | Classroom training | English

SMART HORIZON

info@smart-horizon.eu
Amsterdam
The Netherlands

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Course content

Why attend

Customers experience a brand through many channels, so messages must work together. This course covers integrated marketing communications: setting communication objectives, audience insight, big ideas, message consistency, channel planning across paid, owned and earned media, campaign management and evaluation.

Fragmented communications waste budget and confuse audiences. You will learn to plan campaigns where every channel reinforces the same idea.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

Campaign planning workshops, creative brief writing, channel mix exercises and case studies.

Course objectives

By the end of this course, participants will be able to:
• Set communication objectives
• Develop audience insight
• Create campaign ideas and key messages
• Plan paid, owned and earned channels
• Coordinate campaign execution
• Evaluate integrated campaigns

Target audience

This course is suitable for:
• Marketing communication managers
• Brand managers
• PR and digital managers
• Agency account managers
• Marketing executives



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Target competencies

Participants will develop competencies in:

- Campaign planning
- Insight development
- Message consistency
- Channel planning
- Evaluation

Course outline

Day 1: Integration

09:00–10:08	What integration means
10:08–11:00	Customer touchpoints
11:00–11:30	**Coffee break**
11:30–11:45	Customer touchpoints (continued)
11:45–12:53	Case study
12:53–14:00	Exercise

Day 2: Objectives and Insight

09:00–10:08	Communication objectives
10:08–11:00	Audience insight
11:00–11:30	**Coffee break**
11:30–11:45	Audience insight (continued)
11:45–12:53	Briefs
12:53–14:00	Workshop

Day 3: Ideas and Messages

09:00–10:08	Big ideas
10:08–11:00	Message architecture
11:00–11:30	**Coffee break**



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11:30–11:45	Message architecture (continued)
11:45–12:53	Creative briefs
12:53–14:00	Exercise

Day 4: Channels

09:00–10:08	Paid, owned and earned
10:08–11:00	Media planning basics
11:00–11:30	**Coffee break**
11:30–11:45	Media planning basics (continued)
11:45–12:53	Timing
12:53–14:00	Workshop

Day 5: Execution and Evaluation

09:00–10:08	Coordination
10:08–11:00	Measurement
11:00–11:30	**Coffee break**
11:30–11:45	Measurement (continued)
11:45–12:53	Learning
12:53–14:00	Action plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Istanbul Confirmed dates	9 Nov 2026	13 Nov 2026	**€2,650.-**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.-**
Dubai Confirmed dates	23 Nov 2026	27 Nov 2026	**€3,150.-**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.-**
Barcelona Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,840.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**
Rome Confirmed dates	18 Jan 2027	22 Jan 2027	**€2,450.-**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.-**
Cape Town Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,890.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.–**
Paris Confirmed dates	1 Mar 2027	5 Mar 2027	**€2,860.–**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.–**
Amsterdam Confirmed dates	15 Mar 2027	19 Mar 2027	**€2,540.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.–**
London Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,450.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.–**
Rome Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,450.–**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Kuala Lumpur Confirmed dates	17 May 2027	21 May 2027	**€1,450.-**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.-**
Barcelona Confirmed dates	7 Jun 2027	11 Jun 2027	**€2,840.-**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.-**
Cape Town Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,890.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Frankfurt Confirmed dates	12 Jul 2027	16 Jul 2027	**€2,650.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**
Dubai Confirmed dates	2 Aug 2027	6 Aug 2027	**€3,150.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Cape Town Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,890.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Vienna Confirmed dates	13 Sept 2027	17 Sept 2027	**€2,940.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
Rome Confirmed dates	27 Sept 2027	1 Oct 2027	**€2,450.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,250.-**
London Confirmed dates	18 Oct 2027	22 Oct 2027	**€2,450.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	8 Nov 2027	12 Nov 2027	**€3,150.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.-**
Vienna Confirmed dates	29 Nov 2027	3 Dec 2027	**€2,940.-**
Online Confirmed dates	29 Nov 2027	3 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

info@smart-horizon.eu
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View the latest course details online