

PUBLIC RELATIONS | COURSE BROCHURE

Mass Communication and Audience Research

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Effective communication starts with understanding audiences. This course covers mass communication theories, audience research methods, surveys and polling, focus groups, media consumption analysis, segmentation, using research to plan communication and interpreting research responsibly.

Communication based on assumptions often misses its audience. You will learn to ground communication in research.

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

Theory discussions, survey design, focus group practice, data analysis and case studies.

Course objectives

By the end of this course, participants will be able to:
• Explain key mass communication theories
• Select appropriate audience research methods
• Design surveys and polls
• Run focus groups
• Analyse media consumption
• Apply research to communication planning

Target audience

This course is suitable for:
• Communication and PR professionals
• Media researchers
• Marketing analysts
• Government communication staff
• Students of communication



Course content

Target competencies

Participants will develop competencies in:

- Communication theory
- Research design
- Survey design
- Focus groups
- Segmentation

Course outline

Day 1: Communication Theory

09:00–10:08	Mass communication theories
10:08–11:00	Media effects
11:00–11:30	**Coffee break**
11:30–11:45	Media effects (continued)
11:45–12:53	Applications
12:53–14:00	Exercise

Day 2: Research Methods

09:00–10:08	Qualitative and quantitative
10:08–11:00	Sampling
11:00–11:30	**Coffee break**
11:30–11:45	Sampling (continued)
11:45–12:53	Ethics
12:53–14:00	Workshop

Day 3: Surveys and Polls

09:00–10:08	Questionnaire design
10:08–11:00	Bias
11:00–11:30	**Coffee break**



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11:30–11:45	Bias (continued)
11:45–12:53	Analysis
12:53–14:00	Exercise

Day 4: Focus Groups and Media Use

09:00–10:08	Focus groups
10:08–11:00	Media consumption
11:00–11:30	**Coffee break**
11:30–11:45	Media consumption (continued)
11:45–12:53	Segmentation
12:53–14:00	Practice

Day 5: Applying Research

09:00–10:08	Insights
10:08–11:00	Planning
11:00–11:30	**Coffee break**
11:30–11:45	Planning (continued)
11:45–12:53	Reporting
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)
Rome Confirmed dates	16 Nov 2026	20 Nov 2026	**€2,450.-**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.-**
Amsterdam Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,540.-**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.-**
Paris Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,860.-**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.-**
Cape Town Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,890.-**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.-**
Barcelona Confirmed dates	15 Feb 2027	19 Feb 2027	**€2,840.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.–**
Rome Confirmed dates	8 Mar 2027	12 Mar 2027	**€2,450.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.–**
Cape Town Confirmed dates	29 Mar 2027	2 Apr 2027	**€1,890.–**
Online Confirmed dates	29 Mar 2027	2 Apr 2027	**€1,250.–**
Dubai Confirmed dates	12 Apr 2027	16 Apr 2027	**€3,150.–**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.–**
Vienna Confirmed dates	3 May 2027	7 May 2027	**€2,940.–**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Cape Town Confirmed dates	24 May 2027	28 May 2027	**€1,890.–**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,450.–**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.–**
Dubai Confirmed dates	5 Jul 2027	9 Jul 2027	**€3,150.–**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.–**
Frankfurt Confirmed dates	19 Jul 2027	23 Jul 2027	**€2,650.–**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.–**
Rome Confirmed dates	9 Aug 2027	13 Aug 2027	**€2,450.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
London Confirmed dates	30 Aug 2027	3 Sept 2027	**€2,450.-**
Online Confirmed dates	30 Aug 2027	3 Sept 2027	**€1,250.-**
Dubai Confirmed dates	20 Sept 2027	24 Sept 2027	**€3,150.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Vienna Confirmed dates	11 Oct 2027	15 Oct 2027	**€2,940.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
Istanbul Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,650.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Barcelona Confirmed dates	15 Nov 2027	19 Nov 2027	**€2,840.-**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.-**
London Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,450.-**
Online Confirmed dates	6 Dec 2027	10 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

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View the latest course details online