



Sales, Marketing and Customer Service

## Strategic Media Management

# Course Introduction

---

## Media Management

This training course on Strategic Media Planning is designed for managerial-level professionals and focuses on effectively delivering your organization's messages to the right target audience within budget constraints.

Over the past two decades, the digital media revolution has transformed the media landscape, integrating the lines between marketing and public relations/communications. Paid media advertising is no longer a guaranteed approach; thus, effective media planning becomes essential for achieving campaign goals. This course examines the optimal mix of paid, earned, and owned media strategies.

Successful media planning involves setting clear objectives and strategies that align with your business goals. Key components of media planning include market analysis, media objective establishment, strategy development and execution, and thorough evaluation. A comprehensive media plan should be supported by solid research, providing a detailed rationale for all media activities. Essential elements of a media plan include objectives, strategy, rationale, execution details, and a summary.

## Target Audience

---

- Marketing Professionals
- Public Relations Practitioners
- Marketing Managers
- Media Buyers
- Brand and Product Managers

# Learning Objectives

---

At the end of the training course, participants will be able to

- Understand audience measurement metrics and media accounting principles
- Allocate media budgets effectively between digital and traditional media
- Access and analyze media data to craft strategic media objectives
- Utilize research techniques for audience segmentation, targeting, and positioning
- Grasp stakeholders' habits and attitudes towards various media platforms
- Successfully place stories that attract free editorial coverage

## Course Outline

---

### • 01 Day One

#### Media Trends Analysis

- Overview of Digital Media Impact
- Shifts in Consumer Habits and Attitudes
- Utilizing Secondary Sources of Media Data
- Exploring the Rise of Direct-To-Consumer Approaches Post-COVID-19: Search Engine and Email Marketing
- Content Marketing and Relationship Marketing
- Understanding POEM – Paid, Owned, and Earned Media

### • 02 Day Two

#### Auditing Your Communications

- Reviewing Channel Output
- Evaluating Channel Mix Effectiveness
- Conducting Stakeholder Analysis
- Competitor Communications Evaluation
- Analyzing Internal Messaging Across the Organization

### • 03 Day Three

## Developing a Media Strategy

- Audience Mapping Techniques
- Conducting SWOT and PESTLE Analyses
- Setting SMART Objectives and KPIs
- Defining Brand Positioning, Tone, and Promise
- Building Successful Campaigns
- Message and Content Development Strategies

### • 04 Day Four

## Planning Your Media Mix

- Marketing Communication Strategies
- Developing Multi-Channel Approaches
- Aligning Call Centers/Service Hubs with Media Strategies
- Creating an Editorial Calendar
- Media Buying Strategies
- Selecting and Collaborating with Agencies

### • 05 Day Five

## Media Measurement and Action Planning

- Implementing Your Media Plan
- Evaluating Campaign Results
- Developing Metrics Using Both Paid and Free Tools
- Action Planning Techniques
- Exploring Various Planning Models

## Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
June 23, 2025	June 27, 2025	5 days	4250.00 \$	UAE - Abu Dhabi
Aug. 3, 2025	Aug. 7, 2025	5 days	2150.00 \$	Virtual - Online
Sept. 15, 2025	Sept. 19, 2025	5 days	4250.00 \$	UAE - Abu Dhabi

FROM	TO	DURATION	FEES	LOCATION
Nov. 3, 2025	Nov. 7, 2025	5 days	5950.00 \$	USA - Los Angeles