

**“Advertising Management”  
Training program  
(English Material)**

**Course Length:** 12 Hours @ 3 days

**Target Group(s):** Communication specialists: Media planners/ advertisers/ Media buyers/ service and public relation personnel Marketers / sales persons and Marketers.

**Course Objectives**

- Highlighting the importance of integrated marketing communication.
- Establishing the basis of developing an advertising campaign.
- Improving the knowledge base of those linked to marketing communication.

**Training’s approaches:**

- Presentation (Power Point slides)
- Case studies for discussion.
- Introducing practical ads for developing better understanding

**Training method**

The trainer will use the facilitation style “two ways communications“, between the participants & the facilitator, using the technique of what ? – Now what ? – So what ?

**Outcomes Sought**

- Exposing trainees to current challenges in marketing communication practices and the challenges facing their work.
- Enhancing the trainees skills in preparing a full campaign for new products.
- Preparing newly appointed marketers to fill the marketing task of managing advertising.
- Increasing the efficiency in advertising management.

**Training Course Outline**

- Understanding of the integrated marketing communication concept ( 2hrs)
- Communication market analysis, establishing objectives, and budgeting ( 2 hrs)
- Advertising Design : Theoretical Framework ( 3 hrs)
- Types of Advertising appeals and excutional Frameworks (3 hrs)
- Advertising Media selection ( 2hrs )