



## Advanced Integrated Communication

The Advanced Integrated Communication course is designed and meant specifically for working professionals. The course focuses on different aspects of the Communication space where design and implementation will reflect success. It looks at the subject of Communications in an integrated manner where different parts of the field are not broken up but need to be consolidated to give the right impact. Effective Communication necessitates that all Marketing Communication elements like the Public Relations Campaigns, Sales Promotions and others must blend into the larger Marketing objective for the Client. This integration will ensure that the organization delivers a 'One Voice - One Message' Campaign and manage effective change through Communication.

Hence irrespective of which individual domain like Advertising or Media that practitioners work in, the resultant impact will always be larger when we look at the integration of all Communication alternatives. Hence this course addresses the practitioners of the Advertising, Marketing, Public Relations, Media, Production and similar domains.

### OUTLINE

#### Marketing

- Holistic Marketing and Corporate Strategy
- Brand Portfolio Strategy
- Marketing Research
- Creating The Marketing Plan
- Web Strategies in Marketing today
- New Media Today
- Marketing Strategy for Service Organizations
- Personal Selling and Negotiation Strategy
- Modern Retail and Retailing Management
- Direct Marketing
- Sales Promotions



## Advertising

- The Client - Agency Relationship
- Advertising Account Strategy
- The Creative Plan
- The Media Plan
- Advertising Production
- Digital Advertising Strategy / Campaigns
- Creating Winning Advertising Campaigns

## Corporate Communications

- Corporate Communications Strategy & PR
- Applied Corporate Communications
- Leveraging the Web
- The Corporate-Media Interface
- Crisis Management
- Event Management

## Senior Management Perspectives

- Organizational Communication perspectives