PR & Media · PR194

# Media Planning Strategy

Istanbul · 20 - 24 Dec 2026

| Date | Venue | Duration |
|---|---|---|
| **20 - 24 Dec 2026** | **Istanbul** | **1 Week** |
| Fee | Ref | Language |
| **£5,000 GBP** | **PR194** | **English** |

## Introduction

This course examines the process of delivering your organization's messages to the right target audience in an effective and cost-effective manner.

The advent of digital media has completely altered the media landscape and blurred the lines between marketing and public relations/communications. Paid media in the form of advertising is no longer the default setting. Media planning determines the best mix of media to achieve campaign objectives. This course examines the nature of the mix of paid, earned and owned media. Setting clear objectives and strategies to achieve your business goals is essential for successful media planning. Market analysis, the development, and implementation of media strategies, evaluation, and follow-up are all part of media planning. A media plan should reflect significant research that produces a detailed rationale for all media activities. Information that should be included in a media plan is the objective, strategy, rationale, execution, and summary.

### This course will highlight the following key topics:

- Audience planning, targeting, and segmentation
- Research techniques for customer insight
- Audience measurement and media metrics
- How to allocate a media budget across channels
- Analyze the strengths of a range of media
- Media strategy and strategic thinking

## Course Objectives of Media Planning Strategy

### By the end of this course, you will have learned how to:

- Understand metrics of audience measurement and media accounting
- Allocate a media budget across digital and traditional media
- Access and use media data to develop strategic media objectives
- Apply research techniques to the understanding of audience segmentation, targeting, and positioning
- Understand stakeholders’ habits and attitudes toward media

- Place stories that earn free editorial space

## Training Methodology of Media Planning Strategy

This course will utilize a variety of proven online learning techniques to ensure maximum understanding, comprehension, and retention of the information presented. The training course is conducted Online via an Advanced Virtual Learning Platform in the comfort of any location of your choice.

## Organizational Impact of Media Planning Strategy

### Major benefits to the organization include:

- More consistent media policy and placement
- Reduced media spend
- More accurate and targeted placement
- Greater alignment between advertising, editorial and social media messaging
- A more strategic approach to your media mix
- A suite of research and measurement tools to give greater control

## Personal Impact of Strategic Media Planning

### Participants will gain the following benefits:

- Improved media planning ability
- Enhanced media communication abilities
- Greater self-confidence
- Increased effectiveness in media planning and placement
- Enhanced strategic goal-setting ability
- Increased ability to use social media effectively and plan campaigns that work

## Target Audience for Media Planning Strategy

This training course is for anyone who desires to expand their expertise in government communications best practices, policies, and procedures. Delegates do not require any previous political experience to benefit from this training seminar.

This course is suitable for a wide range of professionals, but will greatly benefit:

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

## Course Outlines for Strategic Media Planning

### Day 1

### Media Trends Analysis

- **The impact of digital media**
- Changing consumer habits and attitudes

- Using secondary sources of media data
- The rise of Direct-to-Consumer post COVID19 - Search Engine and Email marketing
- Content Marketing and Relationship Marketing
- POEM – Paid, Owned and Earned Media

### Day 2

### Auditing your communications

- Reviewing your channel output
- Assessing the effectiveness of your channel mix
- Stakeholder analysis
- Competitor communications analysis
- Analyzing messaging across the organization

### Day 3

### Developing a Media Strategy

- Audience mapping
- SWOT and PESTLE analysis
- Setting SMART objectives and KPIs
- Brand positioning, tone, and promise
- Build successful campaigns
- Message and content development

### Day 4

### Planning Your Media Mix

- Marketing Communication
- Multi-channel strategy development
- Bringing your call center/service hub into alignment
- Creating an editorial calendar
- Media buying
- Selecting and using agencies

### Day 5

### Media Measurement and Action Planning

- Executing your media plan
- Evaluating the results
- Developing a suite of metrics including free tools
- Action Planning
- Planning models
- Final assignment

**Register or ask about this course online**
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