

INTEGRATED MARKETING ACADEMY

Academy Overview:

From start to finish, a marketing plan integrates different marketing channels to create a seamless customer journey. Explore ways on how cross promotion across various mediums can reinforce the brand message and optimise audience engagement. In this academy, you will learn how to strategically select both traditional and digital channels based on the audience and campaign goals, measure the effectiveness of each communication channel, leverage the capabilities of future centric mediums and how to integrate them to the marketing mix.

Who is it for?

- We encourage professionals from agencies or brands, as well as freelancers to participate. Fields include all creative fields including, but not limited to, Advertising, Marketing, Branding, Design, Entertainment, Media, Events, Publishing, Creative Technology, Retail and E-commerce, to participate
- Ideal for roles such as Marketing Manager, Marketing Communications Specialist, Content Marketing Managers, Community Manager, Campaign Manager, Digital Marketing Manager, Advertising Executives, Brand Managers, Digital Marketing Specialists, Public Relations Manager, Market Researchers, Media Planners/Buyers, Social Media Manager, Media Research Analyst

Learning Outcomes:

- Discover how to strategically select different channels based on the campaigns goals and objectives
- Leverage the metrics and analytics to to measure the effectiveness of the campaigns
- Learn how to reach the right target audience to tap into the wider market to gain brand visibility
- Learn about emerging technologies and integrate them into overall strategy
- Discover way to challenge conventional marketing methods and set new trends in the market
- Develop your marketing skills to tackle a real-time brief and hone your presentation skills to a jury of top creatives