

Certificate in
**STRATEGIC
ADVERTISING**
International Certificate

International
certificate

40
Hours

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PROGRAM SUMMARY

The industry of advertising plays a crucial part in our everyday life. It creates an impact on how we think and how we mould our attitude towards ourselves and the world around us. Advertising imparts learning on forms of behavior in many daily situations, and unconsciously, we are influenced by it. The pressure of advertisement is growing every day and a significant amount of money is allocated by companies and organizations on advertising. It plays a dynamic role in any organization that aims to achieve its marketing objectives.

This certificate in strategic advertising is designed for learners with existing knowledge and several years of experience or has graduated from advertising, marketing, mass communication, multimedia, PR and other related majors.

The strategic advertising course focuses on the management of the advertising function, including understanding consumers, marketing management, integrated marketing communication, market research and analysis.



LEARNING OUTCOMES

- This Certificate in Strategic Advertising will impart learnings and enhance skills in strategy building, planning and creativity.
- Participants will undergo basic training on the necessary skills in creative strategies, writing, developing creative concepts, art direction, collaboration, presenting skills and entrepreneurialism.
- Help develop and enhance learning in sophisticated advertising techniques .

OBJECTIVES

- Promote a better understanding of the strategic advertising process
- Advance learning on the creative strategy, content development and conceptualization process that delivers results
- Impart knowledge in the development of a strong portfolio and case studies in strategic advertising
- Determine the impact of advertising technologies and methodologies
- Analyze what's in and beyond advertising campaigns

MODULES

Module 1

An Introduction to the Nature of Advertising

- Definition of Advertising
- The different classifications of Advertising
- Major types of Advertising
- Main tasks of Advertising

Module 2

Planning of an Advertising Campaign

- Developing an Advertising campaign
- Creating a timetable for promotional tactics

Module 3

The Role of Advertising throughout the Product's Life Cycle

- Defining the Product Life Cycle
- Stages of the Product Life Cycle
- Advertising's effect on the Product Life Cycle

Module 4

Selection of Sources and Spreading Methods in Advertising

- Impact of advertising on consumer behavior
- Psychology of advertising

Module 5

Determining the Effectiveness of Advertising

- Evaluation of the Performance of the Advertising Campaign
- Key Learnings in Advertising

