

aractech

Global Learning for Operational Leaders



PUBLIC RELATIONS | PR-011

Executive Strategic Marketing and Communications

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Course content

Why Attend

Executive leaders need strong communication and marketing capabilities to build reputation, align stakeholders, strengthen brands, and support business growth. Strategic communication ensures that messages are clear, consistent, and connected to organizational objectives. This course provides participants with practical tools to develop communication strategies, manage brand reputation, engage stakeholders, and measure performance effectively.

Course Methodology

• This course uses an interactive and practical approach through presentations, executive case studies, group discussions, strategy workshops, communication exercises, analytics reviews, and real workplace examples.

Course Objectives

- Understand executive communication principles and business impact
- Build strategic communication plans aligned with objectives
- Strengthen brand reputation and market positioning
- Improve stakeholder engagement and relationship management
- Apply storytelling for stronger communication influence
- Develop crisis communication readiness

Target Audience

- Senior Executives
- Marketing Directors
- Communication Managers
- Public Relations Leaders

Course outline

Detailed course outline

Day-by-day outline for Executive Strategic Marketing and Communications.

Day 1 - Communication Fundamentals

- Introduction to communication: definition, purpose, and nature
- Communication theories and principles
- Various communication types
- Objectives of a leader's communication
- Communication channels and their features
- Communication tools and platforms for management

Day 2 - Strategic Communication Planning

- Steps for creating a communication strategy aligned with objectives
- Role of communication in supporting business strategy
- Setting measurable communication goals
- Characteristics of effective communication messages
- Role and impact of storytelling in communication
- Methods for executing successful communication initiatives

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Day 3 - Brand Management

- Definition and importance of brand management
- Building and protecting organizational reputation
- Brand positioning techniques
- Communicating a brand across channels
- Managing brand perception internally and externally
- Brand equity and methods for measuring it

Day 4 - Stakeholder Engagement

- Importance of stakeholder engagement
- Identifying, mapping, and analyzing stakeholders
- Strategies for effective stakeholder engagement
- Building positive relationships with stakeholders
- Representing the organization during events
- Importance of stakeholder feedback

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Day 5 - Performance Measurement

- Importance of communication performance measurement
- Main KPIs for communication effectiveness
- Techniques for conducting communication audits
- Role of data and analytics in improving strategy
- Reporting and presentation techniques for results
- Communication barriers and overcoming solutions

Seminar dates

Available seminar dates

Live dates and pricing for Executive Strategic Marketing and Communications generated from the course details page.

Date	Location	Format	Fee
1 - 5 June 2026	London	Classroom	€2,975
8 - 12 June 2026	Istanbul	Classroom	€2,695
15 - 19 June 2026	Kuala lumpur	Classroom	€1,575
6 - 10 July 2026	Amsterdam	Classroom	€2,940
20 - 24 July 2026	London	Classroom	€2,975
3 - 7 August 2026	Kuala lumpur	Classroom	€1,575
10 - 14 August 2026	Amsterdam	Classroom	€2,975

Live online option

Online delivery is available at €1,250.