



PUBLIC RELATIONS

Executive Strategic Marketing and Communications

Course code: PR-011

SPARK TRAINING

Professional training courses for leaders, specialists, and organizations seeking practical capability development.

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— Workshop Overview

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.

Why Attend

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.

Who Should Attend

Senior Executives
Marketing Directors
Communication Managers
Public Relations Leaders
Department Heads
Business Owners
Anyone responsible for executive communication

— Learning 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
- Use KPIs and analytics to measure results
- Enhance leadership presence in marketing and communications

— Course Outline

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

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
- Developing a crisis communication plan

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

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

— Upcoming Classroom Dates

DATE	LOCATION	FEE
5 - 9 October 2026	London - United Kingdom	€1,925
12 - 16 October 2026	Barcelona - Spain	€2,125
9 - 13 November 2026	Istanbul - Türkiye	€1,925
16 - 20 November 2026	Amsterdam - Netherlands	€2,100
7 - 11 December 2026	Istanbul - Türkiye	€1,600
14 - 18 December 2026	Paris - France	€2,200
21 - 25 December 2026	Barcelona - Spain	€2,100
4 - 8 January 2027	Geneva - Switzerland	€2,625

— Certificate and Registration

Participants who attend and complete the full programme receive a SPARK Training Certificate of Completion. For registration, in-house delivery, or availability questions, contact info@sparktraining.eu or +31 85 115 0004.