

Leading Through Marketing-Public Relations (MPR)

Professional training programme



SPARK TRAINING

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

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— Workshop Overview

The Marketing Public Relations (MPR) course is a comprehensive program designed to equip participants with the knowledge, skills, and tools necessary to effectively manage and integrate marketing and public relations strategies. This course explores how MPR drives brand awareness, builds trust, enhances corporate reputation, and supports business goals in a dynamic and ever-changing media landscape. From mastering strategic planning and media relations to leveraging digital platforms and understanding future trends, participants will develop a strong foundation in both the traditional and innovative aspects of MPR. The program incorporates real-world applications, hands-on projects, and case studies to ensure practical learning and industry readiness. Key focus areas include strategic MPR planning, stakeholder engagement, digital and social media integration, influencer marketing, crisis communication, and global MPR trends. By the end of the course, participants will be prepared to design and implement impactful MPR strategies that resonate with diverse audiences and deliver measurable results.

Why Attend

This course employs diverse interactive training techniques, including plenary discussions, case studies, team exercises, assessments, and questionnaires.

Who Should Attend

This course is ideal for marketing professionals, PR practitioners, communications specialists, and anyone looking to advance their expertise in the interconnected fields of marketing and public relations.

— Learning Objectives

- Gain a comprehensive understanding of the evolution, significance, and key components of Marketing Public Relations (MPR)
- Apply the principles of strategic MPR planning to design and implement a comprehensive MPR strategy
- Equip participants with the skills and techniques to effectively build and manage relationships with the media and key stakeholders
- Integrate content creation, influencer marketing, and digital crisis management strategies to create effective digital and social media campaigns for MPR
- Evaluate the impact of emerging trends, data analytics, sustainability, and globalization on MPR practices and formulate strategies to address future challenges

— Course Outline

DAY
1

Introduction to Marketing Public Relations (MPR)

- Definition and scope of MPR
- History and evolution of MPR
- Role of MPR in Integrated Marketing Communications (IMC)

DAY
2

Theories and models in MPR

- Grunig and Hunt's four models of PR
- The PESO Model (Paid, Earned, Shared, Owned Media)
- Relationship management theory in MPR
- Ethical considerations in MPR

DAY
3

Strategic MPR Planning

- MPR strategy development
- Message development and brand storytelling
- MPR tactics and tools
- Crisis communication in MPR
- Measuring and evaluating MPR effectiveness

DAY
4

Media Relations and Stakeholder Engagement

- Understanding media relations
- Working with different media types
- Stakeholder mapping and engagement
- Managing media events and press conferences
- Managing negative media coverage

DAY
5

Digital and Social Media in MPR

- The role of digital media in MPR
- Social media strategies for MPR
- Content creation and distribution
- Influencermarketing and MPR
- Digital crisis management
- Day 6: Future Trends and Innovations in MPR
- Emerging trends in MPR

- The role of data and analytics in MPR
- Sustainability and Corporate Social Responsibility (CSR)
- Globalization and cross-cultural MPR
- The future of MPR: Predictions and challenges

— Upcoming Classroom Dates

DATE	LOCATION	FEE
5 - 9 October 2026	Frankfurt - Germany	€1,625
16 - 20 November 2026	Barcelona - Spain	€1,925
7 - 11 December 2026	Frankfurt - Germany	€1,625
11 - 15 January 2027	London - United Kingdom	€2,100
8 - 12 February 2027	Munich - Germany	€2,125
8 - 12 March 2027	Barcelona - Spain	€1,925
12 - 16 April 2027	Paris - France	€2,250
10 - 14 May 2027	Frankfurt - Germany	€1,625

— 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.