London TDM

Marketing and Communication Training Courses

Course Venue: United Arab Emirates - Dubai

Course Date: From 11 January 2026 To 15 January 2026

Course Place: Downtown Dubai

Course Fees: 5,000 USD

Introduction

The "Advertising Strategy and Creative Development" course is designed to provide professionals with an in-depth understanding of the strategic and creative aspects of advertising. This 5-day course will guide participants through the essential stages of developing effective advertising campaigns, from strategy creation to the execution of creative concepts.

- Understand the core principles of advertising strategy.
- Analyze target markets and consumer behavior.
- Develop creative ideas and campaigns that resonate.
- Assess the effectiveness of advertising strategies.
- Equip participants with tools for successful campaign execution.

Course Outlines

Day 1: Introduction to Advertising Strategy

- Overview of Advertising and Its Role in Marketing
- Key Elements of an Advertising Strategy
- Understanding Market and Consumer Dynamics
- Brand Positioning and Value Proposition
- Case Studies: Successful Advertising Strategies

Day 2: Consumer Insights and Market Research

- Importance of Consumer Insights
- Tools and Techniques for Market Research
- Analyzing Consumer Behavior and Preferences
- Segmentation and Targeting in Advertising
- Data-Driven Decision Making in Strategy Development

Day 3: Creative Development Process

- Building a Creative Brief
- Generating Innovative Ideas and Concepts
- Incorporating Brand Values and Messaging
- Role of Storytelling in Advertising
- Design and Visual Communication in Ad Creation

Day 4: Integrating Strategies Across Media

- Choosing the Right Media Channels
- Cross-Channel Advertising Strategies
- The Role of Digital and Social Media in Advertising
- Creating Multi-Platform Content
- Budgeting and Resource Allocation for Campaigns

Day 5: Measuring and Improving Advertising Effectiveness

- Key Performance Indicators for Advertising
- Monitoring and Analytics Tools
- Evaluating Campaign Results and ROI
- Iterative Improvement Based on Data Insights
- Future Trends in Advertising Strategy and Creativity