



London TDM

# Marketing and Communication Training Courses

**Course Venue:** Malaysia - Kuala Lumpur

**Course Date:** From 18 January 2026 To 22 January 2026

**Course Place:** Royale Chulan Hotel

**Course Fees:** 6,000 USD

## Introduction

Effective communication is a cornerstone of successful marketing. This 5-day course is designed to equip marketing professionals with advanced communication skills necessary to engage with audiences, collaborate with teams, and achieve marketing objectives. Participants will learn how to craft compelling messages, utilize digital communication tools, and develop strategies for dynamic marketing environments.

## Objectives

- Enhance verbal and non-verbal communication skills tailored for marketing.
- Master the art of storytelling to create impactful marketing narratives.
- Develop strategies for effective digital communication.
- Improve team collaboration through effective communication techniques.
- Learn to analyze audience feedback for continuous improvement.

## Course Outlines

### Day 1: Foundations of Communication in Marketing

- Understanding the role of communication in marketing.
- Components of effective communication.
- Verbal vs. non-verbal communication skills.
- Listening skills for marketers.
- Case studies: Analyzing successful marketing communication examples.

### Day 2: Crafting Compelling Messages

- The art of storytelling in marketing.
- Techniques for crafting persuasive messages.
- Adapting messages for different audiences.
- Consistency in brand voice and messaging.
- Hands-on activity: Creating a marketing campaign message.

### Day 3: Digital Communication Strategies

- The evolving landscape of digital marketing communication.
- Utilizing social media for brand communication.
- Effective email marketing techniques.
- Communicating through digital content: Blogs, videos, and podcasts.
- Interactive session: Developing a digital communication plan.

### Day 4: Collaborative Communication in Teams

- Building effective communication within marketing teams.
- Conflict resolution through communication.
- Effective meetings and presentations.
- Using collaborative tools for better communication.
- Role-playing exercises: Enhancing team communication skills.

## **Day 5: Analyzing and Improving Communication**

- Feedback collection and analysis.
- Improving communication based on audience feedback.
- Metrics for assessing communication effectiveness.
- Developing a continuous improvement plan for communication.
- Course wrap-up: Sharing key takeaways and future action plans.