MARKETING COMMUNICATION

Share impact and values in the non-profit world

At the heart of every effective communication lies powerful storytelling. This 4-day course will help you understand the fundamentals of marketing communication, the role of storytelling, and how to use digital tools to create successful campaigns that are authentic and engaging.

What you'll learn

- The fundamentals of marketing communication, branding vs. marketing
- Empathize with your target audience and identify key channels for effective engagement
- The power of storytelling, sharing values and impact beyond numbers and metrics
- How to create powerful messages and design attractive posters, flyers, and newsletters
- Communicating on social media
- Develop a communication strategy and plan for action with SMART goals

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civilsocietyacademy.org
Programme Overview

1. Welcome & Introduction: 
   Marketing as progress
2. Marketing Communication: 
   Mega Trends, Marketing Funnel
3. Brand Identity: 
   Build Brand Recognition, Undertand the target audience & journey
4. The Power of Storytelling: 
   Key elements of good stories, How to apply storytelling principles
5. How to create effective marketing campaigns and measure results
6. Marketing communication tools & channels
7. Develop your marketing communication strategy
8. Your Action Plan
   Conclusion & Way Forward

For whom
The course is designed for everyone working in civil society organizations, who wants to learn the foundations of marketing communication.

Fees: EURO 350*

*Special Discounts:
- 15% discounts for group of 4 people or more
- 10% discount (for CSA alumni)

Meet the facilitators

Trang holds a degree in Social Sciences and has worked in different governmental as well as non-governmental organisations in Germany, Vietnam, and India. She joined CSA in 2015, where she overlooks the marketing communication, and facilitates workshops as well as processes. Trang is a creative and forward-thinking person who loves to learn, share, and connect with like-minded people. She is also professionally trained in coaching young ambitious change-makers.

CONTACT:
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"INTEGRATED MARKETING COMMUNICATION IS A WAY OF LOOKING AT THE WHOLE MARKETING PROCESS FROM THE VIEW POINT OF THE CUSTOMER."

Philip Kotler