



# MARKETING COMMUNICATION

*Share impact and values in the nonprofit world*

## FOLLOW US



VISIT OUR WEBSITE

[civilsocietyacademy.org](http://civilsocietyacademy.org)

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

“

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

Philip Kotler



## Programme Overview

1

Welcome & Introduction:  
Marketing as progress

2

Marketing Communication:  
Mega Trends, Marketing Funnel

3

Brand Identity:  
Build Brand Recognition, Understand 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)

REGISTER NOW



## 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.

