



Leading Marketing & Public Relations: Strategy, Media & Reputation

20 - 24 Sep 2027
Vienna

Leading Marketing & Public Relations: Strategy, Media & Reputation

Ref.: 103600690_84403 **Date:** 20 - 24 Sep 2027 **Location:** Vienna **Fees:** 5700 **Euro**

Course Overview:

Leading Through Marketing-Public Relations is a practical Marketing and Public Relations Training course designed to strengthen the connection between marketing objectives, organizational communication, stakeholder relationships, media engagement, and corporate reputation. The course develops participants from the foundations of Marketing Public Relations MPR into Strategic Public Relations planning, integrated campaigns, Digital PR Training, media management, crisis response, and communication performance measurement.

Participants examine the evolution and scope of MPR, Integrated Marketing Communications, the Grunig and Hunt communication models, the PESO framework, relationship management, and ethical communication. The course then moves into PR Strategy Training, message development, brand storytelling, Media Relations Training, stakeholder mapping, digital content, influencer engagement, and Crisis Communication Training.

Particular emphasis is placed on Corporate Reputation Management and Stakeholder Engagement Training. Participants explore how reputation is shaped across different stakeholder groups and issues, and how transparency, dialogue, active listening, responsiveness, and strategic communication influence stakeholder trust. The course ultimately integrates Public Relations Training, Marketing Communication Training, Corporate Communications Training, and Digital PR into coordinated communication strategies that support organizational objectives.

Target Audience:

- Public Relations Managers and PR Officers
- Marketing Managers and Marketing Specialists
- Corporate Communications Managers
- Communications and Public Affairs Specialists
- Media Relations Managers and Officers
- Brand and Reputation Managers
- Digital Marketing and Digital PR Specialists
- Social Media and Content Managers
- Stakeholder Engagement Professionals
- Corporate Affairs Professionals
- Marketing Communications Managers
- Communication Strategy Specialists
- External and Internal Communications Professionals



Targeted Organizational Departments:

- Public Relations
- Marketing and Marketing Communications
- Corporate Communications
- Corporate Affairs
- Media Relations
- Brand Management
- Corporate Reputation Management
- Digital Communications and Social Media
- Stakeholder Engagement
- Public Affairs
- Customer Communications
- Corporate Strategy
- Sustainability and CSR
- Executive Communications

Targeted Industries:

- Banking, Financial Services, and Insurance
- Government and Public Sector Organizations
- Oil, Gas, Energy, and Utilities
- Telecommunications and Technology
- Healthcare and Pharmaceuticals
- Aviation and Transportation
- Hospitality, Tourism, and Travel
- Retail and Consumer Goods
- Manufacturing and Industrial Organizations
- Real Estate and Infrastructure
- Education and Universities
- Professional and Business Services
- Nonprofit and Development Organizations
- Media and Creative Industries

Course Objectives:

By the end of the course, participants will be able to:

- Explain the evolution, significance, and core components of Marketing Public Relations.
- Apply Strategic Public Relations principles to develop structured MPR strategies.
- Integrate Marketing Public Relations with Integrated Marketing Communications and corporate communications.
- Build and manage effective relationships with media representatives and key stakeholders.
- Apply Media Relations Training techniques to media enquiries, press events, interviews, and negative coverage.
- Conduct stakeholder mapping and develop targeted engagement strategies.
- Create clear key messages, brand stories, and communication content.
- Apply Digital PR Training principles to social media, content distribution, and influencer engagement.
- Use Crisis Communication Training approaches to respond to reputational threats.
- Evaluate Corporate Reputation Management challenges across stakeholder groups.
- Measure communication performance using media analysis, stakeholder feedback, and communication KPIs.
- Assess the impact of data analytics, sustainability, globalization, and emerging technologies on MPR practices.

Course Offerings:

By the end of this course, participants will be able to:

- Develop integrated Marketing Public Relations strategies.
- Design audience-focused PR and marketing communication campaigns.
- Align PR objectives with organizational and marketing goals.
- Apply Integrated Marketing Communications across paid, earned, shared, and owned media.
- Build productive media and stakeholder relationships.
- Manage media events, press conferences, and organizational announcements.
- Develop digital and social media communication plans.
- Integrate content creation and influencer engagement into PR campaigns.
- Apply structured crisis communication and reputation protection approaches.
- Monitor stakeholder sentiment and media coverage.
- Evaluate PR performance and communication effectiveness.
- Adapt communication strategies to emerging trends and stakeholder expectations.



Training Methodology:

The course uses interactive corporate training techniques that combine facilitator input with practical application. The methodology builds on the original course approach of plenary discussions, case studies, team exercises, assessments, and questionnaires.

Participants work through realistic Marketing and Public Relations Training scenarios involving strategy development, stakeholder mapping, media engagement, message design, reputation management, and crisis communication. Group activities are used to explore Integrated Marketing Communications, Strategic Public Relations, media relations, and digital communication from multiple organizational perspectives.

Media Relations Training activities focus on journalist engagement, press conferences, difficult questions, and negative media coverage. Stakeholder Engagement Training exercises emphasize transparency, dialogue, active listening, trust-building, accountability, and tailored engagement. Digital PR Training activities address social media strategy, content creation, influencer engagement, online sentiment, and digital crisis response. Social media is treated as a two-way communication environment that enables direct stakeholder interaction and faster feedback.

The methodology also incorporates guided reflection, facilitator feedback, peer discussion, campaign review, and structured communication-planning exercises.



Course Toolbox:

- MPR Strategy Planning Framework
- Communication Objectives Template
- Audience and Stakeholder Mapping Matrix
- Stakeholder Influence-Interest Analysis
- PESO Media Planning Framework
- Integrated Marketing Communications Planning Matrix
- Key Message Development Template
- Brand Storytelling Framework
- Media Relationship Mapping Example
- Media Briefing Checklist
- Press Conference Planning Checklist
- Crisis Communication Response Framework
- Crisis Stakeholder Mapping Template
- Corporate Reputation Issue-Stakeholder Matrix
- Reputation Monitoring Examples
- Digital PR Campaign Planning Template
- Content Planning and Distribution Framework
- Influencer Evaluation Criteria
- Social Media Response Matrix
- Communication KPI Dashboard Example
- Media Monitoring Tool Examples
- Social Listening Tool Examples
- Stakeholder Feedback Analysis Examples
- Campaign Review and Reporting Template

Note: Specific software, subscriptions, platforms, or commercial tools are not provided. The course provides insights, frameworks, examples, and practical guidance on tools relevant to the subject.

Course Agenda:

Day 1: Marketing Public Relations Foundations & Integrated Communication

- **Topic 1:** Marketing Public Relations: Definition, Scope and Strategic Role
- **Topic 2:** Evolution of Public Relations and the Communication Environment
- **Topic 3:** Connecting Marketing, PR and Corporate Communications
- **Topic 4:** Grunig and Hunt's Four Models of Public Relations
- **Topic 5:** Integrated Marketing Communications and the PESO Model
- **Topic 6:** Relationship Management, Ethics and Responsible Communication
- **Reflection & Review:** MPR Foundations and Integrated Communication



Day 2: Strategic MPR Planning, Messaging & Campaign Development

- **Topic 1:** Translating Organizational Goals into MPR Objectives
- **Topic 2:** Audience Research, Segmentation and Communication Priorities
- **Topic 3:** Developing a Strategic Public Relations and MPR Plan
- **Topic 4:** Key Message Development and Brand Storytelling
- **Topic 5:** Selecting MPR Tactics Across Paid, Earned, Shared and Owned Media
- **Topic 6:** Communication KPIs and MPR Effectiveness
- **Reflection & Review:** PR Strategy, Messages, Channels and Performance

Day 3: Media Relations & Stakeholder Engagement

- **Topic 1:** Strategic Media Relations and the Modern Media Environment
- **Topic 2:** Working with Print, Broadcast, Online and Social Media
- **Topic 3:** Stakeholder Identification, Mapping and Prioritization
- **Topic 4:** Building Trust Through Dialogue, Transparency and Active Listening
- **Topic 5:** Media Events, Press Conferences and Spokesperson Coordination
- **Topic 6:** Managing Difficult Questions, Negative Coverage and Stakeholder Concerns
- **Reflection & Review:** Media Relations and Stakeholder Engagement

Day 4: Digital PR, Social Media & Crisis Communication

- **Topic 1:** Digital PR in Modern Marketing Public Relations
- **Topic 2:** Social Media Strategy for PR and Stakeholder Engagement
- **Topic 3:** Content Creation, Multimedia Messaging and Digital Distribution
- **Topic 4:** Influencer Engagement in Marketing and PR Campaigns
- **Topic 5:** Social Listening, Online Sentiment and Reputation Monitoring
- **Topic 6:** Digital Crisis Communication and Real-Time Response
- **Reflection & Review:** Digital Engagement, Reputation and Crisis Response

Day 5: Corporate Reputation, Measurement & Future PR

- **Topic 1:** Corporate Reputation, Image, Identity and Brand
- **Topic 2:** Mapping Reputation Across Stakeholders and Strategic Issues
- **Topic 3:** Reputation Risk, Negative Sentiment and Reputation Recovery
- **Topic 4:** PR Measurement, Media Analytics and Stakeholder Feedback
- **Topic 5:** Sustainability, CSR, Globalization and Cross-Cultural Communication
- **Topic 6:** AI, Emerging Technologies and the Future of Marketing Public Relations
- **Reflection & Review:** MPR Strategy, Reputation, Analytics and Future Trends



FAQ:

What specific qualifications or prerequisites are needed for participants before enrolling in the course?

No formal qualification is required. The course is suitable for professionals working in public relations, marketing, corporate communications, media relations, stakeholder engagement, brand management, digital communications, or related functions. Previous exposure to communication or marketing activities is helpful but not mandatory.

How long is each day's session, and is there a total number of hours required for the entire course?

Each day's session is generally structured to last around 4-5 hours, with breaks and interactive activities included. The total course duration spans five days, approximately 20-25 hours of instruction.

What is the difference between Marketing Public Relations, Public Relations, and Integrated Marketing Communications?

Public Relations focuses broadly on managing communication and relationships between an organization and its stakeholders. Marketing Public Relations applies PR methods more directly to marketing objectives such as credibility, visibility, audience engagement, and brand support. Integrated Marketing Communications coordinates multiple communication channels to deliver consistent messages across paid, earned, shared, and owned media.



How This Course is Different from Other Leading Through Marketing-Public Relations Courses:

Leading Through Marketing-Public Relations goes beyond conventional Public Relations Training focused mainly on publicity, media contacts, or press releases. It integrates Marketing and Public Relations Training with strategy, stakeholder engagement, Corporate Reputation Management, digital communication, crisis response, and communication performance measurement.

The course maintains the core progression of the source material from MPR foundations and strategic planning to media relations, stakeholder engagement, digital communication, and future trends. It expands these areas through practical application of Strategic Public Relations, the PESO framework, Integrated Marketing Communications, audience analysis, message development, media relations, and campaign evaluation.

Corporate reputation is treated as a dynamic issue shaped by different stakeholders, organizational actions, public perceptions, and communication environments. Stakeholder engagement focuses on transparency, active listening, dialogue, accountability, trust-building, and tailored communication.

The course also incorporates Digital PR Training, social media engagement, influencer communication, digital reputation monitoring, Crisis Communication Training, analytics, sustainability, globalization, and emerging technologies to create a contemporary, workplace-focused Marketing Public Relations programme.



Training Course Categories

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Certified Courses By International Bodies

Communication and Public Relations Training Courses

Data Analytics Training and Data Science Courses

Environment & Sustainability Training Courses

Finance and Accounting Training Courses

Governance, Risk and Compliance Training Courses

Human Resources Training and Development Courses

IT Security Training & IT Training Courses

Leadership and Management Training Courses

Legal Training, Procurement and Contracting Courses

Maintenance Training and Engineering Training Courses

Marketing, Customer Relations, and Sales Courses

Occupational Health, Safety and Security Training Courses

Personal & Self-Development Training Courses

Quality and Operations Management Training Courses

Secretarial and Administration Training Courses



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