Media Monitoring and Analysis Training Course

Professional Development Training Course Outline

Category	General Training	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today’s hyper-digital ecosystem, Media Monitoring and Analysis has become a critical capability for organizations seeking to thrive in a data-driven, reputation-sensitive world. With the rapid rise of AI-powered analytics, social listening platforms, sentiment analysis, and real-time brand intelligence, businesses must continuously track, interpret, and respond to conversations across traditional and digital media channels. Media Monitoring and Analysis Training Course equips participants with advanced skills in media intelligence, digital listening, crisis detection, competitor tracking, and audience insights extraction using modern tools and methodologies.

As misinformation spreads faster and brand perception shifts in real-time, organizations require professionals who can transform raw media data into actionable insights. This course focuses on building expertise in social media monitoring, news analytics, influencer tracking, reputation management, and predictive media analytics. Participants will learn how to leverage AI-driven dashboards, data visualization tools, and sentiment scoring systems to support strategic communication, marketing intelligence, and decision-making in a competitive digital landscape.

Programme Curriculum

Media Monitoring and Analysis Training Course

Introduction

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Course Duration

5 days

Course Objectives

1. Master AI-powered media monitoring systems
2. Understand social listening and sentiment analysis techniques
3. Develop skills in brand reputation management and tracking
4. Analyze digital media intelligence and news analytics
5. Apply crisis communication monitoring strategies
6. Use real-time dashboards for media insights
7. Conduct competitor media benchmarking analysis
8. Interpret audience behavior and engagement metrics
9. Identify misinformation and fake news detection methods
10. Utilize influencer tracking and impact measurement tools
11. Build expertise in data-driven PR strategy development
12. Apply predictive analytics in media trends forecasting
13. Enhance decision-making using big data media analytics

Target Audience

1. Public Relations (PR) professionals
2. Digital marketing specialists
3. Corporate communication managers
4. Government information officers
5. Social media managers
6. Data analysts and media researchers
7. Journalists and newsroom editors
8. Brand and reputation managers

Course Modules

Module 1: Introduction to Media Monitoring & Digital Intelligence

- Evolution of media monitoring in the digital age
- Traditional vs AI-driven media tracking
- Key concepts-sentiment, reach, engagement
- Overview of monitoring tools and platforms
- Case Study: Global brand tracking during product launch campaigns

Module 2: Social Listening & Sentiment Analysis

- Understanding social listening ecosystems
- Sentiment classification
- Emotion detection using AI tools
- Hashtag and keyword tracking strategies
- Case Study: Airline brand sentiment crisis analysis on Twitter/X

Module 3: Brand Reputation & Online Image Management

- Reputation risk indicators and monitoring
- Online review and feedback analysis
- Brand health scoring systems
- Reputation repair strategies
- Case Study: Reputation recovery after viral backlash incident

Module 4: Crisis Communication & Early Warning Systems

- Identifying early crisis signals
- Real-time alert systems and dashboards
- Escalation protocols in media crises
- Fake news and misinformation tracking
- Case Study: Corporate crisis response during data breach incident

Module 5: Competitor Media Intelligence

- Competitive benchmarking techniques
- Share of voice (SOV) analysis
- Campaign performance comparison
- Industry trend mapping
- Case Study: FMCG competitor campaign intelligence tracking

Module 6: Influencer & Social Impact Analytics

- Influencer identification and categorization
- Engagement quality measurement
- Network analysis and amplification tracking
- ROI measurement of influencer campaigns
- Case Study: Influencer-driven product launch success story

Module 7: Data Visualization & Media Dashboards

- Building real-time media dashboards
- KPI selection for media analytics
- Visualization tools and reporting techniques
- Storytelling with data insights
- Case Study: Government public communication dashboard implementation

Module 8: Predictive Media Analytics & AI Integration

- Predicting media trends using AI models
- Natural Language Processing (NLP) in monitoring
- Machine learning for sentiment prediction
- Automation in media reporting systems

- Case Study: Predictive analytics for election sentiment forecasting

Training Methodology

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com