Media Strategy Development 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 rapidly evolving digital-first marketing ecosystem, mastering media strategy development is essential for brands, agencies, and professionals aiming to achieve high-impact visibility, audience engagement, and ROI optimization. This training course equips learners with advanced capabilities in omnichannel media planning, data-driven advertising, performance marketing, and integrated communications strategy. Participants will explore how modern media ecosystems spanning social media, programmatic advertising, influencer ecosystems, OTT platforms, and AI-powered analytics are reshaping how brands connect with audiences in real time.

Media Strategy Development Training Course is designed to build strategic thinkers who can design, execute, and optimize cross-platform media strategies aligned with business objectives. Through practical case studies and real-world simulations, learners will gain expertise in audience segmentation, media mix modeling, KPI tracking, conversion optimization, and digital transformation in media buying. By the end of the training, participants will be able to architect high-performing media campaigns that leverage data intelligence, consumer insights, and emerging digital trends for maximum impact.

Programme Curriculum

Media Strategy Development Training Course

Introduction

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Course Duration

5 days

Course Objectives

1. Master modern media strategy frameworks for digital and traditional platforms
2. Understand integrated marketing communications (IMC) principles
3. Apply data-driven decision making in media planning
4. Develop expertise in audience segmentation and targeting strategies
5. Optimize media mix modeling (MMM) for ROI growth
6. Build strong skills in programmatic advertising ecosystems
7. Leverage social media advertising strategies effectively
8. Design high-impact omnichannel campaigns
9. Utilize performance marketing metrics and KPIs
10. Apply consumer behavior analytics in media planning
11. Implement brand positioning through media channels
12. Understand AI and automation in media buying
13. Develop campaign optimization using real-time analytics dashboards

Target Audience

1. Marketing Managers
2. Digital Marketing Specialists
3. Media Planners & Buyers
4. Brand Managers
5. Advertising Agency Professionals
6. Entrepreneurs & Start-up Founders
7. Communications & PR Professionals
8. Business Development Executives

Course Modules

Module 1: Foundations of Media Strategy

- Evolution of media landscapes
- Media ecosystem structure
- Role of media in brand growth
- Introduction to IMC frameworks
- Case Study: Coca-Cola global media integration strategy

Module 2: Audience Insights & Segmentation

- Behavioral targeting techniques
- Psychographic profiling
- Customer journey mapping
- Data analytics in audience discovery
- Case Study: Netflix personalized content targeting model

Module 3: Digital Media Planning

- Media planning frameworks
- Budget allocation strategies
- Channel selection logic
- Reach vs frequency optimization
- Case Study: Nike digital campaign media planning success

Module 4: Programmatic & Automated Advertising

- Programmatic ecosystem overview
- Real-time bidding (RTB)
- Demand-side platforms (DSPs)
- Ad exchanges and inventory management
- Case Study: Amazon programmatic advertising dominance

Module 5: Social Media Strategy

- Platform-specific strategies
- Influencer marketing integration
- Content amplification techniques
- Engagement optimization
- Case Study: Starbucks social media storytelling strategy

Module 6: Performance Marketing & Analytics

- KPI identification and tracking
- Conversion rate optimization (CRO)
- Attribution modeling
- ROI measurement frameworks
- Case Study: Airbnb performance marketing scaling strategy

Module 7: Omnichannel Media Integration

- Cross-channel coordination
- Customer touchpoint mapping
- Consistent brand messaging
- Media synergy optimization
- Case Study: Apple integrated omnichannel campaigns

Module 8: AI, Automation & Future Media Trends

- AI in media buying
- Predictive analytics
- Marketing automation tools
- Future of digital advertising

- Case Study: Google AI-driven ad optimization systems

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