informatech

PUBLIC RELATIONS | COURSE

Leading Through Marketing-Public Relations (MPR)

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Course content

Why Attend

The Marketing Public Relations (MPR) course is a comprehensive program designed to equip participants with the knowledge, skills, and tools necessary to effectively manage and integrate marketing and public relations strategies. This course explores how MPR drives brand awareness, builds trust, enhances corporate reputation, and supports business goals in a dynamic and ever-changing media landscape.

From mastering strategic planning and media relations to leveraging digital platforms and understanding future trends, participants will develop a strong foundation in both the traditional and innovative aspects of MPR. The program incorporates real-world applications, hands-on projects, and case studies to ensure practical learning and industry readiness.

Key focus areas include strategic MPR planning, stakeholder engagement, digital and social media integration, influencer marketing, crisis communication, and global MPR trends. By the end of the course, participants will be prepared to design and implement impactful MPR strategies that resonate with diverse audiences and deliver measurable results.

This course employs diverse interactive training techniques, including plenary discussions, case studies, team exercises, assessments, and questionnaires.

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

• Gain a comprehensive understanding of the evolution, significance, and key components of Marketing Public Relations (MPR)

• Apply the principles of strategic MPR planning to design and implement a comprehensive MPR strategy

• Equip participants with the skills and techniques to effectively build and manage relationships with the media and key stakeholders

• Integrate content creation, influencer marketing, and digital crisis management strategies to create effective digital and social media campaigns for MPR

• Evaluate the impact of emerging trends, data analytics, sustainability, and globalization on MPR practices and formulate strategies to address future challenges

This course is ideal for marketing professionals, PR practitioners, communications specialists, and anyone looking to advance their expertise in the interconnected fields of marketing and public relations.

• Strategic communication skills

Course content

Why Attend

- Media relationship building
- Stakeholder mapping and analysis
- Crisis communication management
- Cross-platform media engagement
- Evaluation and reporting

Course outline

Introduction to Marketing Public Relations (MPR)

- Definition and scope of MPR
- History and evolution of MPR
- Role of MPR in Integrated Marketing Communications (IMC)

Theories and models in MPR

- Grunig and Hunt's four models of PR
- The PESO Model (Paid, Earned, Shared, Owned Media)
- Relationship management theory in MPR
- Ethical considerations in MPR

Strategic MPR Planning

- MPR strategy development
- Message development and brand storytelling
- MPR tactics and tools
- Crisis communication in MPR

Course content

Course outline

• Measuring and evaluating MPR effectiveness

Media Relations and Stakeholder Engagement

• Understanding media relations

• Working with different media types

• Stakeholder mapping and engagement

• Managing media events and press conferences

• Managing negative media coverage

Digital and Social Media in MPR

• The role of digital media in MPR

• Social media strategies for MPR

• Content creation and distribution

• Influencermarketing and MPR

• Digital crisis management

Future Trends and Innovations in MPR

• Emerging trends in MPR

• The role of data and analytics in MPR

• Sustainability and Corporate Social Responsibility (CSR)

• Globalization and cross-cultural MPR

• The future of MPR: Predictions and challenges

Seminar dates

Available seminar dates

Live dates and pricing for Leading Through Marketing-Public Relations (MPR) generated from the course details page.

Date	Location	Format	Fee
5 - 9 October 2026	Frankfurt - Germany	Classroom	**€2,600.-**
16 - 20 November 2026	Barcelona - Spain	Classroom	**€3,080.-**
7 - 11 December 2026	Frankfurt - Germany	Classroom	**€2,600.-**
11 - 15 January 2027	London - U.K	Classroom	**€3,360.-**
8 - 12 February 2027	Munich - Germany	Classroom	**€3,400.-**
8 - 12 March 2027	Barcelona - Spain	Classroom	**€3,080.-**
12 - 16 April 2027	Paris - France	Classroom	**€3,600.-**
10 - 14 May 2027	Frankfurt - Germany	Classroom	**€2,600.-**
14 - 18 June 2027	Barcelona - Spain	Classroom	**€3,080.-**
12 - 16 July 2027	Frankfurt - Germany	Classroom	**€2,600.-**
9 - 13 August 2027	London - U.K	Classroom	**€3,360.-**
13 - 17 September 2027	Munich - Germany	Classroom	**€3,400.-**
11 - 15 October 2027	Barcelona - Spain	Classroom	**€3,080.-**
8 - 12 November 2027	Paris - France	Classroom	**€3,600.-**
13 - 17 December 2027	Frankfurt - Germany	Classroom	**€2,600.-**

Live online option	Online delivery is available at €1,850.-.