

Certificate in Communication, Visibility and Reaching Out

Do you know how to apply the right technology to boost your organisation's visibility and credibility?

Are you looking for strategies to communicate more effectively and reach a wider audience?

Would you like to learn practical techniques to position your organisation so it stands out in a crowded marketplace?

Introduction

Communication has always been at the centre of human interaction, but the way we communicate has transformed dramatically with the rise of digital technologies and the ongoing industrial revolution. For organisations today, impactful communication is no longer just about sending messages—it is about creating visibility, building trust, and reaching the right audiences in the right way. Many organisations provide excellent services but remain invisible because they lack the right strategies and tools to make their presence known. This program equips participants with practical approaches to enhance organisational visibility through modern communication strategies, digital platforms, and behavioural insights. By learning how to align technology with communication goals, participants will discover how to connect more effectively with clients, strengthen organisational credibility, and ensure that their organisation stands out in an increasingly crowded space.

Program Objectives

This program aims to:

- Introduce to participants the various types of media of communication mix.
- Equip with participants new world of advertising and promotion.
- Train participants apply to the principle of communication mix so they can supervise and plan a successful marketing strategy

Learning Outcomes

After completing this program, participants should be able to:

- Plan more effective advertising to enhance sales
- Plan more effective promotional methods to enhance sales
- Enhance your knowledge of marketing communication

Who should attend?

Non-managerial, First-line management, middle management, senior management and anyone who involved in operations of the organisation

Methodology

Case studies, forum discussion, role-play, presentations, gamification

Program Outline

Time	Day One
9.00am– 10.30am	<p>Marketing and the Integrated Communication Mix</p> <p>A strong brand allows companies to distinguish themselves from their competitors in their target market. To build a strong brand, marketers need to ensure that their messages to consumers are clear and consistent. In this module, we will learn how Integrated Marketing Communications (IMC) to help companies achieve this objective. The participants would revisit the concept of advertising, sales promotion, direct marketing, personal selling and public relation.</p>
10.30am-11.00am	<p>Morning Break</p>
11.00am-1.00pm	<p>The Marketing Communications Plan</p> <p>In this module, the participant would look into the elements of the marketing communication plan. The participants would know how to set the goals and objectives, identify and profile audience, develop messages and the credibility, develop strategies, select marketing channels, implement the plan, build in evaluation points and measure success.</p>
1.00pm-2.00pm	<p>Lunch</p>
2.00pm-3.30pm	<p>Communication Theory</p> <p>The participants would learn the role of the sender, message, encoding, channel, barriers or noise, decoding and receiver, feedback and response. From the understanding of the communication elements, the participant would be able to take care of each elements effectively.</p>
3.30pm-4.00pm	<p>Tea Break</p>

4.00pm-5.00pm	Buying Behaviour The participants would learn the fundamental of buying consumer behaviour. The participants would understand the purchase of goods or services; how consumers acquire products and services, and all the activities leading up to a purchase decision, including information search, evaluating goods and services and payment methods including the purchase experience.
Time	Day Two
9.00am– 10.30am	The Media and Advertising The participants would learn the role of media and advertising in assisting the organisation. However, the focus is more on internet media and big data analytics.
10.30am-11.00am	Morning Break
11.00am-1.00pm	The Changing Communication Environment The participants need to understand there a shift from mass marketing to segmented marketing. The concept of narrowcasting is focused on this module. Market fragmentation leads to media fragmentation is the concept to be focused on this module.
1.00pm-2.00pm	Lunch
2.00pm-3.30pm	Direct Marketing and Sales Promotion In this module, the participants would learn the fundamental of behavioural economics and how to apply to nudge informing the “desired” consumer behaviour. The participants would apply nudging and also the neuromarketing in both direct marketing and sales promotion.
3.30pm-4.00pm	Tea Break
4.00pm-5.00pm	Word of Mouth to World of Mouth In this module, the participants would how to apply technology to serve the impact of word of mouth. The participants would learn the basic of e-marketing, internet marketing and social media marketing int his module.

