
Marketing Communications and PR

12 – 16 July 2027
Vienna





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Ref: 1613_5011 **Date:** 12 – 16 July 2027 **Location:** Vienna **Fees:** 5500 GBP

Marketing Communications and PR is a 5-day senior communications course delivered by Mars Training Centre at international venues in London, Paris, Rome, Geneva, and Dubai — designed for heads of communications, PR directors, marketing directors with communications responsibility, and senior corporate-affairs leaders.

Communications has become the discipline that holds organisations together — across customers, employees, regulators, investors, and the press. The senior communications leader is no longer the press-office head; they are a strategic adviser to the executive on reputation, narrative, stakeholder engagement, and crisis. Boards now expect a coherent communications strategy that connects brand, PR, employee communications, and digital channels.

Across five focused days, you will work through the senior marketing communications stack: integrated communications strategy, narrative and messaging, earned media and PR, stakeholder engagement, crisis communications, and the governance required to lead a multi-channel communications function. The programme uses regional case material and applied exercises built around realistic communications challenges.

The five days move from strategy to execution and back again, so that narrative, media relations, stakeholder engagement, and crisis readiness are treated as one connected system rather than as separate specialisms. Delegates work on their own organisation's reputational risks and communications priorities throughout.

What You Will Learn

By the end of this programme, you will be able to:

- Build an integrated marketing communications strategy.
- Develop a core narrative and message architecture.
- Lead a media-relations programme at senior level.
- Plan and execute integrated communications campaigns.
- Govern brand and reputation across digital and earned channels.
- Manage stakeholder communications — regulators, investors, employees.
- Lead a crisis communications response with discipline.
- Apply social and digital channels inside the communications mix.
- Measure communications effectiveness against meaningful outcomes.
- Defend communications investment commercially.



How You Will Benefit

You will leave with a senior communications leader's playbook — strategy, narrative, media, stakeholders, crisis — and a Mars Certificate of Completion.

Your organisation will gain a communications leader who can integrate channels, protect reputation, and operate as a strategic adviser to the executive team.

Who This Programme Is For

This programme is designed for senior communications and marketing leaders, including:

- Heads of Communications and Corporate Affairs Directors
- PR Directors and Senior Public Relations Managers
- Marketing Directors with communications ownership
- Brand Directors leading earned-media activity
- Internal Communications Directors
- Investor Relations Directors with communications mandates
- Senior public-sector communications and press leads

The seniority floor is senior manager and above. The programme is delivered in person over five days in London, Paris, Rome, Geneva or Dubai and leads to a Mars Certificate of Completion.