



**SCANDINAVIAN ACADEMY**  
For Training and Development

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# Course: Comprehensive Program in Corporate Communication, Content Writing & Marketing

| Code   | City                       | Hotel              | Start      | End        | Price  | Language - Hours |
|--------|----------------------------|--------------------|------------|------------|--------|------------------|
| PR-931 | Amsterdam<br>(Netherlands) | Hotel Meeting Room | 2025-11-03 | 2025-11-07 | 5450 € | En - 25          |

## Program Overview

This program provides a practical and integrated approach to corporate communication, content development, and marketing strategies. Participants will gain the skills needed to manage institutional communication effectively, create impactful content, and apply marketing techniques to enhance organizational reputation and audience engagement.

## Program Objectives

**By the end of this program, participants will be able to:**

- Understand the fundamentals of corporate communication and its role in building organizational reputation.
- Develop professional skills in content writing for different channels (internal, external, and digital).
- Apply marketing and content marketing strategies to strengthen brand positioning.
- Integrate communication, content, and marketing into a unified strategic approach.

## Target Audience

**This program is designed for:**



- Corporate communication professionals and public relations specialists.
- Marketing managers, executives, and brand officers.
- Content creators, editors, and digital media specialists.
- Business development and strategy professionals.
- Senior managers and team leaders responsible for organizational communication.
- Anyone seeking to enhance skills in corporate communication, content development, and marketing strategies.

## **Key Modules**

### **Corporate Communication**

- Principles of internal and external communication
- Stakeholder and media relations
- Crisis communication and reputation management
- Corporate social responsibility (CSR) communication
- Communication policies and governance

### **Content Writing & Development**

- Writing professional reports, press releases, and newsletters
- Storytelling and persuasive writing techniques
- Creating content for social media and digital platforms
- Editing and proofreading for clarity and impact
- Adapting content for multilingual and multicultural audiences

### **Marketing & Content Marketing**

- Fundamentals of marketing and digital marketing
- Content marketing strategies and campaigns
- Measuring impact and performance (KPIs & analytics)
- Customer journey mapping and content alignment
- Leveraging influencer and partnership marketing



## **Digital Communication & Channel Management**

- Strategies for managing digital channels (websites, social media, blogs)
- Search Engine Optimization (SEO) and content optimization for digital presence
- Managing online campaigns and engaging with audiences
- Tools and platforms for digital content management (CMS, automation)
- Online reputation monitoring and community management

## **Strategic Communication & Brand Building**

- Developing an integrated communication strategy aligned with organizational goals
- Building and managing corporate identity and branding
- Measuring long-term strategic communication success
- Aligning communication strategy with corporate vision and culture
- Brand storytelling and emotional branding techniques



The Scandinavian Academy for Training and Development adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant receives the training material (both theoretical and practical) in printed form and saved on a CD or flash drive. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training and Development.

### **Program Timings:**

- 9:00 AM to 2:00 PM in Arab cities.
- 10:00 AM to 3:00 PM in European and Asian cities.

### **The program includes:**

- A daily buffet provided during the sessions to ensure participants comfort.