

## L'assistant(e) marketing et communication



COM-33 2 Days (14 Hours)

### Description

Today the missions of a marketing assistant and a communications assistant are increasingly similar. To do this, the new assistant in the role must take stock of the challenges of communication and marketing, identify the specificity of the tools and techniques and strengthen their operational skills. The 'double hat' communications and marketing assistant plays a key role in the success of communications and marketing actions. This training focused on the fundamentals of the communication/marketing assistant profession is ideal for successfully taking up your position.

### Who is this training for ?

#### For whom

Communication and marketing assistant new to the role. Assistant in charge of communications for his unit. Assistant Product Manager.

#### Prerequisites

None.

### Training objectives

- Measure the challenges of corporate communication.
- Acquire a global and operational vision of marketing.
- Find your bearings in the panorama of on-line and off-line marketing tools.

### Training program

Repérer les spécificités du rôle de l'assistant(e) au sein du service communication et marketing

- The training program Expand all Reduce all Issues, territories and players in corporate communication.
- Know the marketing approach.
- Marketing strategy operational marketing.
- Role, missions and skills of the assistant.
- e of communication and marketing: its contribution in the stages of the process.
- Practical workshop scenario based on a case study.

### Préparer l'analyse et le diagnostic de communication

- Identify the different methods used to define communication needs (qualitative surveys, questionnaires, projective methods, etc.).
- Carry out an inventory of communication actions and tools.

### La démarche marketing et ses outils L'analyse du marché et de son environnement. L'étape des choix et recommandations.

- The components of the operational marketing plan.
- Participate in marketing monitoring: the essential tools.
- Scenario Appropriation of methodologies through sub-group workshops.

### Participer à la mise en œuvre et au pilotage des projets

- Identify the company's target audiences.
- Define targeted communication objectives using the triangle 'target, objective, action'.
- Contribute to the measurement and evaluation of communication actions.
- Scenario Scenarios in subgroups on a practical case.

### Travailler avec les partenaires extérieurs Rédiger un brief.

- Manage the call for tender.
- Ensure the interface between the different actors: agencies; media; internally.