

Public Awareness Campaign Design Training Course

Professional Development Training Course Outline

Category	General Training	Duration	5 Days
Base Fee	\$1,500 USD	Delivery Mode	Online / On-site Hybrid

Course Introduction

Public Awareness Campaign Design is a strategic process that empowers organizations to create, implement, and evaluate high-impact communication initiatives that influence public attitudes, behaviors, and decision-making. In today's digital-first environment, organizations must leverage strategic communication, behavior change communication (BCC), social marketing, stakeholder engagement, digital advocacy, public relations, media outreach, community mobilization, and data-driven campaign planning to achieve measurable outcomes. Effective awareness campaigns play a critical role in addressing public health issues, environmental sustainability, social inclusion, governance, education, and community development challenges.

Public Awareness Campaign Design Training Course equips participants with advanced knowledge and practical skills to design innovative and results-oriented campaigns using digital transformation, social media engagement, audience segmentation, storytelling, artificial intelligence (AI), content marketing, impact measurement, misinformation management, influencer partnerships, and multi-channel communication strategies. Participants will learn globally recognized frameworks, best practices, and case studies that enable them to develop compelling campaigns that generate awareness, drive behavioral change, and create sustainable social impact.

Programme Curriculum

Public Awareness Campaign Design Training Course

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Course Objectives

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

1. Apply Strategic Communication Planning techniques to awareness campaigns.
2. Conduct effective Audience Segmentation and Behavioral Analysis.
3. Develop impactful Behavior Change Communication (BCC) strategies.
4. Design data-driven Digital Awareness Campaigns.
5. Utilize Social Media Marketing and Influencer Engagement tools.
6. Create compelling Storytelling and Content Marketing frameworks.
7. Integrate Artificial Intelligence (AI) in Communication Campaigns.
8. Develop comprehensive Stakeholder Engagement and Advocacy Strategies.
9. Implement Community Mobilization and Public Participation approaches.
10. Manage Crisis Communication and Reputation Management challenges.
11. Measure campaign performance using Data Analytics and Impact Evaluation.
12. Address Misinformation, Disinformation, and Fake News Management.
13. Design sustainable Multi-Channel Public Awareness Campaigns aligned with organizational goals.

Target Audience

1. Communication and Public Relations Officers
2. NGO and Civil Society Organization Professionals
3. Government Communication Specialists
4. Public Health Promotion Officers
5. Corporate Social Responsibility (CSR) Managers
6. Media and Digital Marketing Professionals
7. Advocacy and Community Development Practitioners
8. Project Managers and Program Coordinators

Course Modules

Module 1: Foundations of Public Awareness Campaign Design

- Principles of Public Awareness Campaigns
- Campaign Planning Frameworks

- Social and Behavioral Change Models
- Campaign Life Cycle Management
- Ethical Considerations in Public Communication
- **Case Studies:** Anti-smoking awareness campaigns

Module 2: Audience Research and Segmentation

- Audience Profiling Techniques
- Stakeholder Mapping
- Behavioral Insights Analysis
- Data Collection Methods
- Audience Journey Mapping
- **Case Studies:** Youth engagement campaigns

Module 3: Strategic Communication and Message Development

- Communication Strategy Formulation
- Key Message Development
- Persuasive Communication Techniques
- Storytelling for Social Impact
- Message Testing and Validation
- **Case Studies:** HIV/AIDS awareness campaigns

Module 4: Digital Media and Social Media Campaigns

- Social Media Strategy Development
- Content Creation and Scheduling
- Influencer and Ambassador Engagement
- Video Marketing and Short-form Content
- Social Listening and Online Engagement
- **Case Studies:** Viral public health campaigns

Module 5: Community Engagement and Advocacy

- Community Mobilization Techniques
- Advocacy Campaign Planning
- Partnership and Coalition Building
- Grassroots Communication Strategies
- Public Participation Approaches
- **Case Studies:** Community sanitation campaigns

Module 6: Media Relations and Public Relations

- Media Engagement Strategies
- Press Release Development
- Press Conferences and Media Briefings
- Reputation and Brand Management
- Crisis Communication Planning
- **Case Studies:** Emergency response communication

Module 7: Monitoring, Evaluation, and Impact Measurement

- Campaign Performance Indicators
- Digital Analytics and Metrics
- Survey Design and Feedback Collection
- Impact Assessment Frameworks
- Reporting and Learning Systems
- **Case Studies:** Public health campaign evaluations

Module 8: Capstone Project – Campaign Design Workshop

- Campaign Concept Development
- Strategic Planning Exercise
- Budgeting and Resource Allocation
- Risk Management Planning
- Campaign Presentation and Peer Review
- **Case Studies:** National health awareness campaign design

Training Methodology

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call +254769199797

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

- a. The participant must be conversant with English.
- b. Upon completion of training the participant will be issued with an Authorized Training Certificate
- c. Course duration is flexible and the contents can be modified to fit any number of days.
- d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.
- e. One-year post-training support Consultation and Coaching provided after the course.
- f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
07 Sep 2026	11 Sep 2026	Online	\$1,000
07 Sep 2026	11 Sep 2026	Physical	\$1,500
14 Sep 2026	18 Sep 2026	Online	\$1,000
14 Sep 2026	18 Sep 2026	Physical	\$1,500
21 Sep 2026	25 Sep 2026	Online	\$1,000
21 Sep 2026	25 Sep 2026	Physical	\$1,500
28 Sep 2026	02 Oct 2026	Online	\$1,000
28 Sep 2026	02 Oct 2026	Physical	\$1,500

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com