5-DAY INTENSIVE TRAINING WORKSHOP

Certificate in Strategic Marketing Planning

Elevate Your Marketing Skills: Master Strategic Planning Today!



GLOBAL TRAINING INSTITUTE

Course Description

The Certificate in Strategic Marketing Planning program offers participants a comprehensive framework and practical tools to develop world-class strategic marketing plans that drive commercial success. This advanced course focuses on conducting in-depth situational analyses, uncovering customer insights, and formulating compelling competitive value propositions. Attendees will learn to set powerful growth objectives and strategic imperatives, ultimately enhancing customer experiences and achieving organizational goals.

Who Should Attend

This course is designed for:

- Brand Managers
- Marketing Directors
- Vice Presidents of Marketing
- Marketing Professionals seeking to enhance their strategic planning skills

Course Objectives

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

- Conduct a thorough and systematic situational analysis for strategic marketing.
- Identify and unearth deep customer insights that inform marketing strategies.
- Develop a compelling and motivating competitive value proposition.
- Set clear growth objectives and strategic imperatives aligned with business goals.
- Plan and implement effective marketing initiatives while managing budgets.
- Collaborate effectively with stakeholders to build trust and enhance communication.
- Analyze marketing efforts and ROI to recommend strategic adjustments.

Course Content

Customer Segmentation

- Techniques for effective customer segmentation.
- Understanding customer lifetime value.

Strategic Brand Positioning

- Identifying market positioning and differentiation strategies.
- Creating compelling brand narratives.

Pricing Strategies

- Developing competitive pricing models.
- Aligning pricing strategies with customer expectations.

Exceeding Customer Expectations

- Strategies for enhancing customer experiences without overspending.
- Building customer loyalty through exceptional service.

Managing Corporate and Brand Reputation

- Best practices for online reputation management.
- Crafting cohesive marketing plans that deliver measurable results.

Certificate Accreditations

The Certificate in **Strategic Marketing Planning** course equips participants with key skills and knowledge for career success. It enhances credibility and provides insights into industry standards. Through theory and practical application, it prepares individuals for real-world challenges, offering expert instruction and networking opportunities.

This course will be accredited by one of the following organizations. Please contact us for more information.

Cambridge Training College Britain

INSTITUTE OF SUPPLY CHAIN MANAGEMENT MENA

IBIU UNIVERSITY



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