XCELERATE TRAINING INSTITUTE

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SALES AND MARKETING

Strategic Marketing Planning Training Course

Building Marketing Plans That Drive Growth

DURATION	LANGUAGE	FORMAT	COURSE CODE
5 days	English or Arabic	Classroom / Online	TTC-121

Upcoming dates

Dates	Venue	Format	Fee
11 – 15 Jan 2027	Barcelona	Classroom	€4,800
1 – 5 Mar 2027	Live online	Online (live)	€1,200
19 – 23 Apr 2027	Berlin	Classroom	€4,800
26 – 30 Jul 2027	Cairo	Classroom	€3,600
13 – 17 Sep 2027	Live online	Online (live)	€1,200
4 – 8 Oct 2027	Casablanca	Classroom	€3,600

Register or ask a question

Online: x8ti.com/course/strategic-marketing-planning-training-course/

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Strategic Marketing Planning Training Course

Introduction

A clear marketing plan focuses effort and budget on the customers, products and channels that deliver the most growth. Without it, marketing becomes a collection of disconnected activities.

This course takes participants through the complete strategic marketing planning process: market analysis, segmentation, targeting, positioning, marketing mix, budgets and performance measurement.

Learning Objectives

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

- Analyse markets, customers and competitors
- Segment markets and choose target segments
- Develop positioning and value propositions
- Design the marketing mix
- Build marketing budgets and plans
- Measure marketing performance

Training Methodology

This course combines short expert presentations with practical exercises, case studies from the Gulf and international organisations, group discussions and work with real templates and tools. Participants are encouraged to bring examples from their own work so that the learning can be applied immediately.

Participants build a complete marketing plan for a real or case product.

Benefits for Your Organisation

- Focused, effective marketing investment
- Clear growth priorities
- Stronger competitive position
- Measurable marketing results

Benefits for You

- Strategic marketing skills
- Planning templates
- Analytical tools
- Confidence presenting plans

Who Should Attend

This course is designed for:

- Marketing managers and executives
- Product and brand managers

- Business development managers
- Business owners
- Commercial leaders

Course Outline

Day 1: Market Analysis

- The marketing planning process
- Market research and insight
- Customer analysis
- Competitor analysis
- SWOT analysis

Day 2: Segmentation and Positioning

- Segmentation methods
- Targeting decisions
- Positioning
- Value propositions
- Brand strategy

Day 3: Marketing Mix

- Product and service strategy
- Pricing decisions
- Channels and distribution
- Integrated communication
- Digital marketing

Day 4: Budgets and Implementation

- Marketing objectives and KPIs
- Budgeting methods
- Marketing calendars
- Resources and agencies
- Risk and contingency

Day 5: Measurement and Presentation

- Marketing metrics and ROI
- Dashboards
- Reviewing and adjusting plans
- Marketing plan presentations
- Action plan

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Registration Form

Strategic Marketing Planning Training Course

Preferred dates: ..... Venue or online: .....

Duration: 5 days Language: .....

Please complete and email this form to us, or register online. We confirm your place and send the invoice within one working day.

Delegate information

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Official email: ..... Personal email: .....

Company information

Company name: .....

Address: .....

City / country: ..... VAT / tax number: .....

Person responsible for training & development

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

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