

Developing and Implementing Strategic Marketing Plans

COURSE OVERVIEW

This course is designed to provide marketing professionals and business leaders with the skills and tools to develop, execute, and monitor strategic marketing plans that drive growth and brand success. Delegates will explore the full lifecycle of marketing strategy—from market analysis to execution and performance measurement—ensuring alignment with organizational goals.

The course combines real-world case studies, planning frameworks, and digital insights to enable participants to create high-impact marketing plans that are customer-focused, results-driven, and adaptable to evolving market conditions.

WHO SHOULD ATTEND?

This course is suitable for Marketing Managers, Business Development Executives, Brand Strategists, Product Managers, Communication Officers, and professionals involved in strategic planning, campaign development, and marketing execution.

COURSE OUTCOMES

Delegates will gain knowledge and skills to:

- Conduct in-depth market and competitor analysis
- Define marketing objectives aligned with business strategy
- Develop segmentation, targeting, and positioning (STP) strategies
- Build integrated marketing campaigns across channels
- Allocate budgets and resources effectively
- Use KPIs and analytics to track performance and optimize outcomes
- Align marketing efforts with stakeholder expectations and customer needs

KEY COURSE HIGHLIGHTS

At the end of the course, you will understand:

- Marketing audit and situational analysis tools
- SMART objectives and strategic goal-setting
- Customer segmentation and brand positioning strategies
- Multichannel campaign planning (digital, print, PR, and more)
- Budgeting and ROI-focused decision-making
- Marketing dashboards and performance tracking
- Agile marketing techniques for adaptive planning
- Hands-on marketing plan development workshop

All our courses are dual-certificate courses. At the end of the training, the delegates will receive two certificates.

1. A GTC end-of-course certificate
2. Continuing Professional Development (CPD) Certificate of completion with earned credits awarded