

Course Overview:

In today's dynamic business environment, organizations must be agile and strategic in their marketing efforts to stay competitive. This course is designed to empower corporate professionals with the tools and frameworks needed to formulate and implement effective marketing plans. By focusing on practical applications and strategic thinking, the program ensures participants can translate marketing theories into actionable business strategies that drive growth and differentiation in competitive markets.

Course Objective:

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

- Develop and articulate a comprehensive strategic marketing plan
- Conduct internal and external marketing audits using established frameworks
- Align marketing strategies with overall business goals and market realities
- Apply segmentation, targeting, and positioning to create impactful value propositions
- Analyze and implement suitable marketing warfare strategies

Course Outline:

1. The Marketing Concept
 - Scope and functions
 - Competitive pressures and global shifts
 - Strategic approach foundations
 - Overview of strategic planning
 - Planning framework design
2. The Marketing Planning Process
 - Importance and benefits of planning
 - Components of a marketing plan
 - Linking strategy to vision and mission
 - SMART objectives development
3. Business Situation Analysis
 - Internal and external environment scanning
 - SWOT and competitive analysis
 - Five forces framework
 - Portfolio tools: BCG matrix
4. Planning Segmentation, Targeting and Positioning
 - Market segmentation basics and B2B criteria
 - Segmentation and positioning processes
 - Value proposition development
 - Workshop on crafting positioning
5. Strategy Development
 - Strategy formulation via TOWS
 - Marketing growth strategies
 - Blue ocean vs red ocean analysis
 - Contingency planning
6. Tactical Planning Applications

Training Language:

English

Training Methodology:

The course combines various teaching methods, including instructor-led presentations, group discussions, case study analyses, and assessments through quizzes and a final exam to engage participants and ensure they understand and retain the material.

Venue | Date | Fees

Riyadh | 13-07-2025 | 17,250 SAR

- Components of the marketing mix
- Applying the 4Ps model
- Practical workshop on mix setting
- 7. Marketing Warfare Strategies
 - Offensive, defensive, and flanking strategies
 - Strategic application in competitive settings
- 8. Evaluation and Performance Measurement
 - Metrics and KPIs for marketing effectiveness
 - Review techniques for strategic alignment
 - Feedback loops and course correction
- 9. Integrated Marketing Implementation
 - Cross-functional coordination
 - Budgeting and resource allocation
 - Role of leadership in execution
- 10. Final Assessment and Strategic Plan Presentation
 - Group case presentation
 - Final written exam
 - Instructor and peer feedback

Who Should Attend:

- General Managers
- Marketing Managers
- Product and Sales Managers
- Market Researchers and Planning Managers