

€ TRAINING

Strategic Planning and Analysis for
Marketing



24 - 28 November 2024
Dubai (UAE)



Strategic Planning and Analysis for Marketing

REF: ST1692 DATE: 24 - 28 November 2024 Venue: Dubai (UAE) - Fee: 4400 Euro

Introduction:

This training program explores comprehensive strategies and analytical techniques vital for effective marketing planning. It equips participants with the tools necessary to align marketing initiatives with broader business objectives, ensuring that marketing efforts contribute effectively to the organization's success.

Program Objectives:

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

- Understand the fundamental concepts of strategic marketing planning.
- Develop marketing strategies that align with organizational goals.
- Utilize analytical tools to assess market conditions and customer needs.
- Implement effective marketing plans that drive competitive advantage.
- Evaluate the outcomes of marketing strategies to ensure continuous improvement.

Targeted Audience:

- Marketing Managers.
- Business Strategists.
- Marketing Analysts.
- Brand Managers.
- Senior Executives involved in marketing planning.

Program Outline:

Unit 1:

Foundations of Strategic Marketing:

- Overview of strategic marketing planning.
- The role of marketing in strategic planning.
- Key components of a marketing plan.

- Integration of marketing with other business functions.
- Establishing marketing objectives that align with business goals.

Unit 2:

Market Analysis and Consumer Insight:

- Techniques for conducting market analysis.
- Tools for identifying and segmenting target markets.
- Understanding consumer behavior and decision-making processes.
- Utilizing data analytics for consumer insights.
- Developing value propositions based on consumer needs.

Unit 3:

Strategic Marketing Tools and Techniques:

- Introduction to marketing mix and 4 Ps Product, Price, Place, Promotion.
- Advanced strategies for product development and innovation.
- Pricing strategies that reflect brand positioning and market dynamics.
- Distribution strategies to maximize market penetration.
- Promotion strategies to effectively communicate with target audiences.

Unit 4:

Implementing Marketing Strategies:

- Steps for turning marketing strategies into actionable plans.
- Resource allocation and budgeting for marketing initiatives.
- Cross-functional collaboration for strategy execution.
- Digital marketing tactics in the strategic marketing mix.
- Monitoring and adapting marketing strategies in real-time.

Unit 5:

Measuring and Optimizing Marketing Performance:

- Key performance indicators KPIs for marketing effectiveness.
- Tools and techniques for measuring marketing ROI.
- Continuous improvement methodologies for marketing.
- Utilizing feedback and market research to refine strategies.
- Future trends in marketing analytics and technology.