

# € TRAINING

Strategic Planning and Analysis for  
Marketing

A group of four smiling business professionals (two men and two women) are seated at a table in a meeting room. They are all wearing white shirts. The woman in the foreground is wearing a black top and a multi-strand necklace. The background is a bright, modern office environment.

5 - 9 August 2024  
Lisbon (Portugal)



# Strategic Planning and Analysis for Marketing

REF: ST1692 DATE: 5 - 9 August 2024 Venue: Lisbon (Portugal) - Fee: 5940 Euro

## Introduction

Strategic Planning and Analysis for Marketing teaches you everything you need to know about the subject in-depth so you may earn a professional credential to highlight your success in the workplace. This in-depth, instructor-led course on strategic planning and analysis for marketing is intended to provide you a thorough understanding of the relevant industry and your primary duties within it.

In today's competitive world, you need a particular set of talents to succeed in your line of work. You will learn the most in-demand skills to launch your career in this comprehensive training course, as well as how to improve your current knowledge and abilities.

## Course Objectives

At the end of this course the participants will be able to:

- become more competent and effective in your chosen field
- become successful in your profession
- have a specific set of skills to succeed in today's competitive world
- develop the most in-demand skills to kickstart your career
- upgrade your existing knowledge & skills.

## Targeted Audience

- Managers of different divisions
- Planning departments staff
- Anyone with a knack for learning new skills

## Course Outline

### Unit 1: Introduction to Strategic Planning

- Development of a Strategic Plan
- Strategic Planning for Marketing

### Unit 2: Strategic and Marketing Analysis

- Internal Analysis
- External Analysis

### Unit 3: Market Segmentation, Targeting and Positioning

### Unit 4: Approaches to Customer Analysis

- Approaches to Competitor Analysis

### Unit 5:



- Revision
- Workshop