

**Course Name: Strategic Marketing Plans**

**Reference Code: Sal 100**

**About the course:**

**This training course will feature:**

- A wide range of models, techniques, tools and tips
- How to apply theory in practice when developing marketing strategy
- A process for creating a strategic marketing plan that has input from across the organisation and wins support from key teams and executives
- Delegates working through the key steps to develop their own strategic marketing plan.

**Course Objective:**

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

- Identify, collect and analyse external and internal business data to identify issues, key factors for success and distinctive capabilities
- Use the data, make assumptions and recommend which products and services their organisation should provide to existing and potential markets
- Identify, segment and prioritise existing and potential audiences based on business objectives
- Quantify marketing objectives for revenues, profits, sales volumes, market share and brand reputation
- Select the best evaluation mechanisms for proving marketing activities are delivering business objectives

**Who Should attend?.**

- Chief Marketing Officers, Marketing Directors, Marketing Vice Presidents
- Heads of Product Management, Product Development, Research & Analysis, Planning, Programmes & Campaigns, Public Relations, Brand Management, Public Affairs, Advertising, Community Relations, Media Relations, Distribution, Monitoring & Evaluation
- Business Growth Directors, Customer Experience Directors, Sales Directors, Business Strategy Directors, Finance Directors, HR Directors

**Kingdom of Saudi Arabia**

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### Course Methodology:

This training course is designed to be a hands-on, stimulating experience. The training course is highly interactive with many discussion and practice sessions.

- ☐ Relevant computer simulations and videos .
- ☐ Copies of all presentation material.
- ☐ Variety of Learning Methods.
- ☐ Pre-test and final test.
- ☐ Case Study
- ☐ Training Groups.
- ☐ Presentation.
- ☐ Lectures

### Course Outline:

#### Day One: Introduction to Marketing Planning

- The core marketing concepts
- 4 P's of the marketing mix: product, price, promotion, place
- Useful frameworks for creating a marketing strategic plan
- Setting strategic marketing goals: linking to corporate vision, mission & business objectives

#### Day Two: Situation Review – Analysing the Current Situation

- Different models for conducting a marketing audit
- Collating customer and product data
- Using a SWOT to identify key internal & external factors
- Making assumptions based on the SWOT analysis
- Determining demand for your products and services
- Agreeing expected results
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### Day Three: Formulating Strategy

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- The 4 competitive strategic positions
- Ansoff's Matrix: setting strategic marketing objectives
- Understanding what motivates audiences
- The market segmentation process
- Creating buyer personas for key market segments
- The marketing control process: forecasting, budgeting & monitoring

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### Day Four: 4 P's – Executing Marketing Tactics

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- Developing new products and services
- Managing the product life cycle
- Product mix decisions: families, lines and brands
- Pricing mix decisions: costs, demand, methods
- Promotion mix decisions: advertising, promotions, PR & selling
- Place mix decisions: push vs pull, channels length & type

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### Day Five: Delivering the Marketing Strategy

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- Co-opting a team representing key areas of the business to input to the strategy
- Running workshops to ensure the marketing strategy captures experiences and concerns of stakeholders
- Drafting the document: number of pages and their content
- Anticipating office politics: winning support up and down the organisation
- Action planning

**Time: 08:00 AM -03:00 PM Numbers of hours: 35 Hours**

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