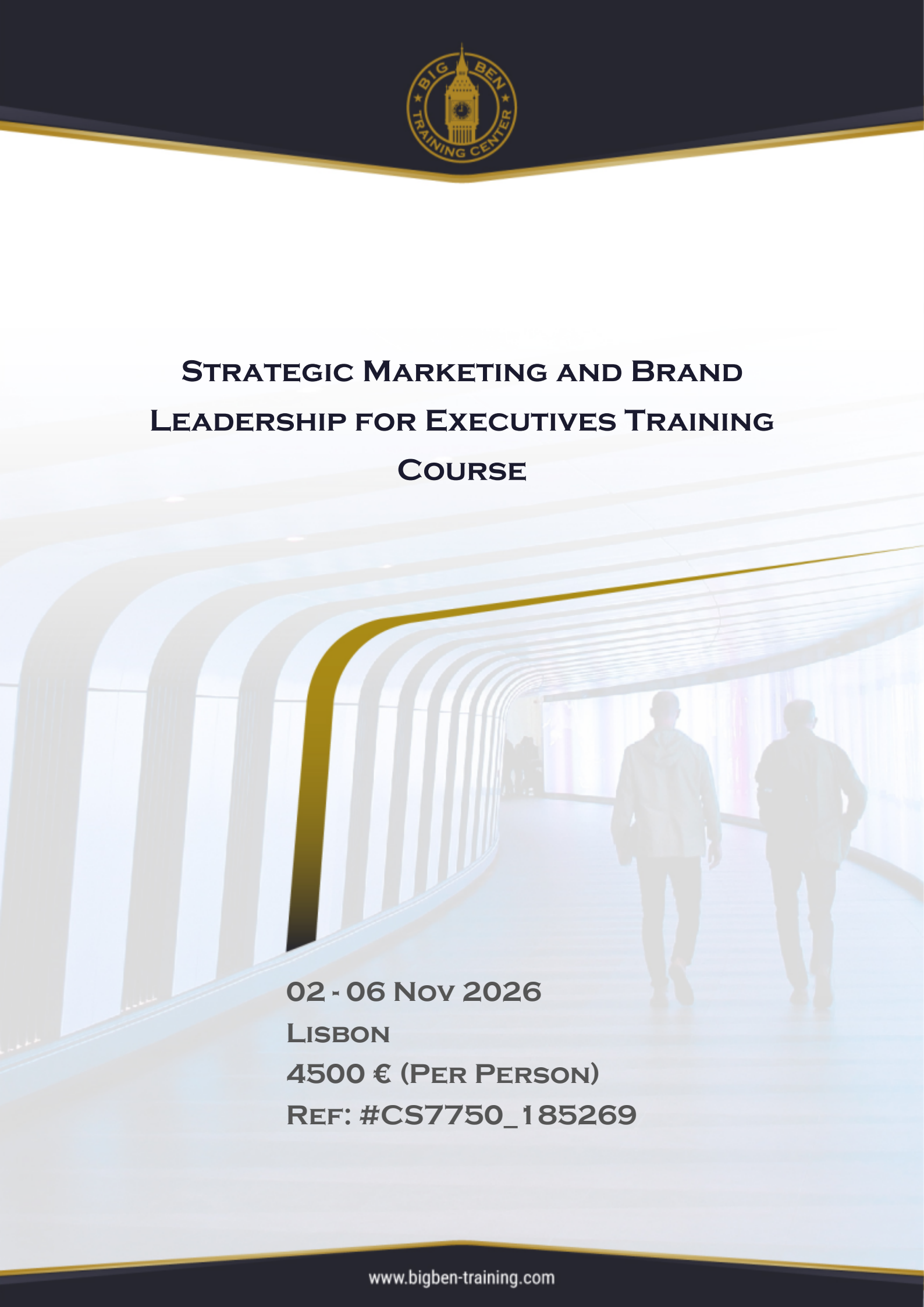
Strategic Marketing and Brand Leadership for Executives Training Course



02 - 06 Nov 2026

Lisbon

4500 € (Per Person)

Ref: #CS7750_185269

Course Introduction / Overview:

This intensive training course is designed to equip senior marketing professionals and executives with the strategic foresight and leadership capabilities required to navigate today's complex business landscape. In an era of digital disruption and heightened customer expectations, the role of the marketing leader has evolved from a functional manager to a strategic driver of business growth. This program delves deep into the core tenets of strategic marketing leadership and advanced brand positioning. Drawing on seminal concepts from thought leaders like David Aaker, particularly his work on brand equity in "Building Strong Brands," participants will learn to construct and sustain powerful brands that resonate with target audiences and create lasting competitive advantage. The curriculum at BIG BEN Training Center is meticulously structured to bridge the gap between marketing theory and practical application, focusing on data-driven decision-making, marketing ROI, and leading high-performance marketing teams. This course provides a comprehensive framework for transforming the marketing function into a central pillar of organizational strategy and innovation.

Target Audience / This training course is suitable for:

- Chief Marketing Officers (CMOs) and aspiring CMOs.
- Vice Presidents and Directors of Marketing.
- Senior Brand Managers and Strategists.
- Heads of Corporate Communications and Public Relations.
- Business Unit Leaders and General Managers with marketing responsibilities.
- Product Marketing Directors.
- Executives involved in strategic planning and business development.
- Entrepreneurs and business owners seeking to scale their marketing efforts.

Target Sectors and Industries:

- Technology and Software.
- Financial Services and Banking.
- Retail and Consumer Goods.
- Healthcare and Pharmaceuticals.
- Telecommunications.
- Manufacturing and Industrial.
- Professional Services and Consulting.
- Government agencies and public sector organizations.
- Hospitality and Tourism.

Target Organizations Departments:

- Marketing.
- Brand Management.
- Strategic Planning.
- Corporate Communications.
- Sales and Business Development.
- Product Development and Management.
- Executive Leadership.
- Customer Experience and Insights.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a robust strategic marketing plan aligned with overarching business objectives.
- Master advanced brand positioning techniques to achieve sustainable market differentiation.
- Analyze complex market data to uncover actionable customer insights and trends.
- Formulate and execute a comprehensive go-to-market strategy for new products or services.
- Lead and inspire a modern marketing organization through digital transformation.
- Optimize marketing budget allocation to maximize return on investment (ROI).
- Build and manage a powerful brand architecture for a diverse product portfolio.
- Leverage data analytics and marketing technology to drive performance and growth.
- Implement agile marketing methodologies to enhance team responsiveness and efficiency.
- Develop effective crisis communication and reputation management strategies.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and directly applicable to the challenges faced by senior marketing leaders. We believe that adult learning is most effective when it combines strategic knowledge with practical application. The course moves beyond traditional lectures, employing a blended learning approach that includes in-depth case study analyses of leading global brands, collaborative group workshops, and peer-to-peer problem-solving sessions. Participants will engage in strategic simulations that challenge them to make critical marketing decisions in realistic business scenarios. Facilitated discussions will encourage the sharing of diverse experiences and perspectives, fostering a rich learning environment. Each module includes practical exercises and action planning segments, allowing participants to immediately apply new concepts to their own organizational contexts. Our expert facilitators provide continuous feedback and coaching, ensuring that every participant leaves with a clear, actionable roadmap for implementing their new skills and driving marketing excellence within their organization.

Course Agenda (Course Units):

Unit One: The Foundations of Modern Strategic Marketing Leadership

- The evolving role of the Chief Marketing Officer (CMO) in the C-suite.
- Conducting comprehensive situational analysis using SWOT, PESTLE, and Porter's Five Forces.
- Aligning marketing strategy with corporate vision and business objectives.
- Mastering market segmentation, targeting, and customer persona development.
- Understanding the customer journey in a digital-first world.
- Competitive intelligence and market opportunity analysis.
- Setting clear, measurable, and strategic marketing goals (SMART objectives).

Unit Two: Advanced Brand Positioning and Equity Management

- The core principles of strategic brand management.
- Developing a compelling brand identity, purpose, and promise.
- Crafting a unique value proposition that resonates with target audiences.
- Techniques for effective competitive brand positioning and differentiation.
- Building and measuring brand equity and long-term brand health.
- Managing brand architecture for complex product portfolios.
- The art of brand storytelling across multiple channels.

Unit Three: Driving Growth with Integrated Marketing Strategies

- Designing and implementing a seamless omnichannel marketing strategy.
- Leveraging digital transformation for marketing success.
- Developing a content marketing strategy that builds authority and engagement.
- Mastering go-to-market (GTM) strategies for new initiatives.
- Integrating public relations and corporate communications with marketing efforts.
- Optimizing the marketing mix (4Ps/7Ps) for the modern consumer.
- Global marketing strategies versus local market adaptation.

Unit Four: Data-Driven Decision Making and Marketing Analytics

- Identifying key performance indicators (KPIs) that truly matter.
- Measuring and proving marketing return on investment (ROI).
- Building a marketing technology (MarTech) stack that enables growth.
- Harnessing customer data and analytics for strategic insights.
- Introduction to predictive analytics and AI in marketing.
- A/B testing and conversion rate optimization (CRO) principles.
- Creating a culture of data-driven decision-making within the marketing team.

Unit Five: Leading the High-Performance Marketing Organization

- Structuring the modern marketing department for agility and innovation.
- Recruiting, developing, and retaining top marketing talent.
- Fostering a culture of creativity, collaboration, and accountability.
- Implementing agile marketing principles for faster execution.
- Effective marketing budget planning and resource allocation.
- Navigating marketing ethics and corporate social responsibility.
- Future-proofing your marketing strategy for emerging trends and technologies.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an era of rapid technological disruption and shifting consumer values, how can a marketing leader balance long-term brand building with the pressure for short-term, quantifiable results?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by focusing squarely on the strategic and leadership dimensions of the senior marketing role, rather than merely providing a tactical overview of marketing tools. While other programs may concentrate on specific channels or software, our curriculum is designed to cultivate the strategic foresight necessary to lead an entire marketing function. We emphasize the integration of marketing with overall business strategy, ensuring participants learn to speak the language of the C-suite and demonstrate marketing's direct impact on revenue and growth. The course uniquely blends timeless strategic principles from academic thought leaders with cutting-edge insights into digital transformation, data analytics, and agile methodologies. The learning experience is built around real-world C-level challenges, using complex case studies and strategic simulations that mirror the decisions marketing executives face daily. This approach ensures that participants not only acquire new knowledge but also develop the critical thinking and leadership acumen to drive meaningful and sustainable change within their organizations.