Strategic Marketing Planning and Execution Training Course

26 - 30 Oct 2026

Milan

5900 € (Per Person)

Ref: #MAR2733_144526

Course Introduction / Overview:

This comprehensive training course provides a deep dive into the art and science of strategic marketing planning and execution. In today's hyper-competitive marketplace, a well-defined marketing strategy is not just an asset but a necessity for sustainable growth and market leadership. This program is designed to move beyond theoretical concepts and equip participants with the practical skills needed to develop, implement, and measure impactful marketing strategies. Drawing upon foundational principles from seminal works like Philip Kotler's "Marketing Management," the course integrates timeless frameworks with contemporary digital-age challenges. Participants will learn how to conduct thorough market analysis, identify high-value customer segments, and craft a compelling value proposition. BIG BEN Training Center has structured this course to be an immersive experience, guiding attendees from initial situational analysis to the final measurement of marketing ROI, ensuring they can build a coherent and actionable marketing plan that drives tangible business results and creates a lasting competitive advantage.

Target Audience / This training course is suitable for:

- Marketing Managers and Directors.
- Brand and Product Managers.
- Business Development Professionals.
- Marketing Specialists and Coordinators.
- Sales Managers seeking strategic alignment.
- Entrepreneurs and Small Business Owners.
- Corporate Strategy Planners.
- Consultants involved in business growth.

Target Sectors and Industries:

- Technology and Software Services.
- Retail, E-commerce, and Consumer Goods.
- Banking, Finance, and Insurance Services.
- Healthcare and Pharmaceuticals.
- Telecommunications and Media.
- Manufacturing and Engineering.
- Hospitality and Tourism.
- Government and Public Sector Agencies.

Target Organizations Departments:

- Marketing and Communications.
- Sales and Business Development.
- Product Management and Development.
- Corporate Strategy and Planning.
- Executive Management.
- Customer Relations and Service.
- Public Relations.

Course Offerings:

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

- Conduct a comprehensive situational analysis using SWOT, PESTLE, and competitor analysis frameworks.
- Apply market segmentation, targeting, and positioning (STP) techniques to identify and reach key audiences.
- Develop a clear and compelling value proposition that differentiates the brand in the marketplace.
- Formulate integrated marketing mix strategies (7Ps) for products and services.
- Create a detailed marketing plan with clear objectives, strategies, and action items.
- Allocate marketing budgets effectively across various channels to maximize return on investment.
- Establish key performance indicators (KPIs) to measure and track marketing effectiveness.
- Analyze marketing campaign performance and make data-driven decisions for optimization.
- Master the process of developing a go-to-market strategy for new products or services.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring that participants can immediately apply the learned concepts in their professional roles. This course moves beyond traditional lectures by incorporating a blended learning approach. A significant portion of the program is dedicated to hands-on workshops, real-world case study analysis, and collaborative group exercises where participants will work on developing a complete marketing strategy from scratch. Interactive sessions, facilitated discussions, and brainstorming activities encourage the sharing of ideas and experiences among participants from diverse industries. The facilitator will provide continuous feedback and guide participants through practical tools and templates. This experiential learning environment fosters critical thinking and problem-solving skills, ensuring a deep and lasting understanding of strategic marketing principles and their successful execution in a corporate context.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Marketing Analysis

- Introduction to strategic marketing and the planning process.
- Understanding the difference between strategy and tactics.
- Conducting a comprehensive internal analysis using the SWOT framework.
- Analyzing the external macro-environment with PESTLE analysis.
- Applying Porter's Five Forces to assess industry competitiveness.
- Techniques for effective competitor intelligence and benchmarking.
- Defining a clear corporate vision, mission, and marketing goals.

Unit Two: Segmentation, Targeting, and Positioning (STP)

- The strategic importance of the STP process.
- Bases for segmenting consumer and business markets.
- Developing detailed customer personas and journey maps.
- Evaluating market segments for attractiveness and viability.
- Selecting appropriate targeting strategies.
- Crafting a powerful brand positioning statement.
- Developing a unique and compelling value proposition.

Unit Three: Formulating the Marketing Mix Strategy

- Developing product and service strategies for competitive advantage.
- Strategic pricing objectives and tactics.
- Designing effective distribution and channel strategies (Place).
- Creating an integrated marketing communications (IMC) plan (Promotion).
- Extending the marketing mix for services: People, Process, and Physical Evidence.
- Aligning the 7Ps for a cohesive customer experience.
- Managing the product lifecycle strategically.

Unit Four: Marketing Plan Development and Budgeting

- The structure and key components of a formal marketing plan.
- Setting SMART (Specific, Measurable, Achievable, Relevant, Time-bound) marketing objectives.
- Developing core marketing strategies to achieve objectives.
- Methods for marketing budget allocation and forecasting.
- Exploring different channel strategies including digital and traditional media.
- Planning for effective content and social media marketing strategies.
- Risk assessment and contingency planning in marketing.

Unit Five: Implementation, Measurement, and Control

- Developing an actionable go-to-market (GTM) strategy.
- Assigning roles and responsibilities for marketing execution.
- Identifying key performance indicators (KPIs) for marketing success.
- Introduction to marketing analytics and data interpretation.
- Calculating and proving marketing return on investment (ROI).
- The marketing audit process for strategic control.
- Principles of agile marketing for continuous adaptation and optimization.

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 behaviors, how can a marketing strategy remain both robust enough for long-term brand building and agile enough to adapt to short-term market volatility?

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

This course distinguishes itself by focusing on the critical link between planning and execution, a gap often found in purely theoretical programs. While many courses cover strategic frameworks, this program, guided by the practical ethos of BIG BEN Training Center, emphasizes the translation of those frameworks into actionable, measurable marketing plans. It provides a holistic view, integrating classic marketing principles, such as those championed by Philip Kotler, with the demands of the modern digital landscape, ensuring participants are equipped for today's challenges. The methodology is intensely practical, prioritizing hands-on workshops and case studies over passive listening. Participants will not just learn about SWOT analysis or the STP model; they will actively apply them to real-world scenarios. The course's emphasis on measurement, KPIs, and marketing ROI provides participants with the tools to not only launch campaigns but also to prove their value to executive leadership, fostering a culture of accountability and data-driven decision-making.