Strategic Marketing Plan Development and Execution Training Course



23 - 27 Nov 2026

Lisbon

4500 € (Per Person)

Ref: #PLA1409_127058

Course Introduction / Overview:

In today's hyper-competitive global market, a well-crafted strategic marketing plan is not just an asset; it is the fundamental blueprint for sustainable growth and success. This intensive training course is meticulously designed to guide participants through the entire lifecycle of a strategic marketing plan, from initial market analysis to final performance evaluation. We will move beyond theoretical concepts to focus on the practical application of proven frameworks and methodologies. As the renowned author Philip Kotler articulated in his seminal work, "Marketing Management," marketing is the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. This course embodies that principle, equipping you with the skills to conduct thorough situational analyses, define clear objectives, and formulate powerful strategies. At BIG BEN Training Center, we provide a comprehensive learning journey that empowers you to translate strategic vision into tangible marketing actions, ensuring your organization can effectively navigate market dynamics, connect with customers, and achieve its most ambitious business goals. This program is your definitive guide to mastering the art and science of strategic marketing planning and execution.

Target Audience / This training course is suitable for:

- Marketing Managers and Directors.
- Brand and Product Managers.
- Marketing Specialists and Coordinators.
- Business Development Managers.
- Sales Managers and Team Leaders.
- Entrepreneurs and Small Business Owners.
- Corporate Strategy Professionals.
- Public Relations and Communications Specialists.
- Consultants seeking to enhance their marketing expertise.

Target Sectors and Industries:

- Fast-Moving Consumer Goods (FMCG).
- Technology and Software Services.
- Healthcare and Pharmaceuticals.
- Banking, Finance, and Insurance Services.
- Retail and E-commerce.
- Telecommunications.
- Hospitality and Tourism.
- Professional Services and Consulting.
- Government and Public Sector Organizations.
- Non-Profit and Charitable Organizations.

Target Organizations Departments:

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

Course Offerings:

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

- Conduct comprehensive internal and external environmental analyses using SWOT and PESTLE frameworks.
- Identify and analyze target audiences through effective market segmentation and persona development.
- Formulate clear, measurable, and achievable marketing objectives aligned with corporate goals.
- Develop a compelling brand positioning strategy and value proposition.
- Master the application of the 7Ps of the marketing mix to create an integrated strategy.
- Design and structure a complete strategic marketing plan from scratch.
- Allocate marketing budgets effectively and forecast potential return on investment (ROI).
- Create a detailed action plan for the seamless implementation of marketing campaigns.
- Establish key performance indicators (KPIs) to monitor, measure, and evaluate marketing performance.
- Adapt and optimize marketing strategies based on data analysis and market feedback.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, engaging, and focused on practical application. We believe that adult learning is most effective when participants are actively involved in the process. Therefore, this course moves beyond traditional lectures to incorporate a blended learning approach. Sessions will feature a mix of expert-led presentations, real-world case study analyses of successful and unsuccessful marketing plans, and intensive group discussions that encourage peer-to-peer learning and knowledge sharing. A significant portion of the training will be dedicated to hands-on workshops and practical exercises where participants will work individually and in teams to apply concepts directly, such as conducting a SWOT analysis for a given scenario or drafting a marketing budget. This experiential learning is reinforced through interactive Q&A sessions, problem-solving activities, and continuous feedback from the instructor. Our goal is to create a dynamic and collaborative learning environment that bridges the gap between theory and real-world execution, ensuring participants leave with tangible skills and the confidence to implement them immediately within their organizations.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Marketing Planning

- The Role and Importance of a Strategic Marketing Plan.
- Distinguishing Between Strategy, Tactics, and Objectives.
- The Strategic Marketing Planning Process Overview.
- Conducting a Comprehensive Situation Analysis.
- Internal Environmental Analysis using the SWOT Framework (Strengths, Weaknesses, Opportunities, Threats).
- External Environmental Analysis using the PESTLE Framework (Political, Economic, Social, Technological, Legal, Environmental).
- Understanding and Analyzing the Competitive Landscape.

Unit Two: Market Insight and Strategic Direction

- The Importance of Market Research in Strategic Planning.
- Techniques for Effective Competitor Analysis and Benchmarking.
- Mastering Market Segmentation, Targeting, and Positioning (STP).
- Developing Detailed Customer Personas and Journey Maps.
- Setting SMART (Specific, Measurable, Achievable, Relevant, Time-bound) Marketing Objectives.
- Aligning Marketing Goals with Overall Business Strategy.
- Crafting a Powerful and Differentiated Value Proposition.

Unit Three: Developing the Marketing Mix Strategy

- An In-depth Exploration of the 7Ps of the Services Marketing Mix.
- Product Strategy: Core, Actual, and Augmented Product Levels.
- Pricing Strategy: Models, Tactics, and Psychological Pricing.
- Place (Distribution) Strategy: Channels and Logistics Management.
- Promotion Strategy: The Integrated Marketing Communications (IMC) Mix.
- People, Process, and Physical Evidence in Service-Based Strategies.
- Integrating Digital and Traditional Marketing Channels for a Cohesive Mix.

Unit Four: From Strategy to Implementation

- Structuring the Strategic Marketing Plan Document.
- Developing a Detailed Marketing Action Plan and Timeline.
- Resource Allocation and Marketing Budget Development.
- Techniques for Effective Budgeting and Financial Forecasting.
- Assigning Roles and Responsibilities for Execution.
- Managing Marketing Campaigns and Projects Effectively.
- Risk Assessment and Contingency Planning in Marketing.

Unit Five: Measurement, Control, and Adaptation

- Defining Key Performance Indicators (KPIs) for Marketing Success.
- Choosing the Right Metrics to Track for Different Channels.
- Utilizing Analytics Tools for Performance Measurement.
- Calculating and Proving Marketing Return on Investment (ROI).
- Conducting a Marketing Audit for Continuous Improvement.
- Analyzing Results and Generating Actionable Insights.
- Adapting the Strategic Plan in a Dynamic Market Environment.

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 change and shifting consumer behavior, how can a strategic marketing plan remain agile and adaptive without losing its core strategic direction?

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

This course distinguishes itself by focusing intensely on the practical bridge between strategic formulation and successful execution, an area where many marketing initiatives falter. While other programs may concentrate heavily on theory, our curriculum is built around a hands-on, application-oriented methodology. Participants will not just learn about frameworks like SWOT or the 7Ps; they will actively use them in workshops and case studies that mirror real-world business challenges. The course emphasizes the development of a complete, actionable marketing plan document, providing a tangible takeaway that can be immediately adapted for professional use. Furthermore, we dedicate significant time to the critical, yet often overlooked, aspects of budgeting, ROI calculation, and performance measurement, equipping participants with the financial acumen to justify marketing spend and demonstrate value to senior leadership. The learning is holistic, ensuring that every strategic decision is linked back to overarching business objectives, fostering a mindset that transcends departmental silos and views marketing as a core driver of organizational growth and profitability.