

# STRATEGIC MARKETING ANNUAL PLANNING & BUSINESS COMMUNICATION STRATEGY

*“Developing and Implementing Strategic Marketing Plans and Effective Business Communication Strategies”*

## Schedule

Date	Venue	Fees
03 - 05 Feb 2026	Doha, Qatar	USD 2495 per delegate
11 - 13 Feb 2026	Dubai, UAE	USD 2495 per delegate
25 - 27 Feb 2026	Kuala Lumpur, Malaysia	USD 2495 per delegate
03 - 05 Mar 2026	Doha, Qatar	USD 2495 per delegate
02 - 04 Jun 2026	Manama, Bahrain	USD 2495 per delegate
07 - 09 Jul 2026	Doha, Qatar	USD 2495 per delegate
11 - 13 Aug 2026	Doha, Qatar	USD 2495 per delegate
08 - 10 Sep 2026	Doha, Qatar	USD 2495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

## Introduction

In today’s rapidly changing business environment, developing a clear, effective marketing strategy and aligning it with the organization’s overall goals is essential for success. Furthermore, strong business communication strategies play a key role in ensuring that your marketing efforts resonate with customers, stakeholders, and internal teams. From crafting annual marketing plans to executing impactful communication strategies, companies must adapt quickly to market demands and technological advancements. This 3-day course provides participants with the skills needed to develop comprehensive strategic marketing plans, drive business growth through targeted marketing, and communicate business strategies effectively across different platforms. Participants will learn how to conduct market research, set marketing objectives, and create integrated communication plans that support business goals.

## Objectives

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

- Develop a comprehensive annual marketing plan aligned with business objectives
- Understand market segmentation and identify target audiences
- Use market research and customer insights to guide marketing strategy
- Implement effective business communication strategies for internal and external stakeholders
- Optimize communication channels (social media, email, PR, etc.) for brand visibility and engagement
- Measure marketing effectiveness and adapt strategies based on results

## Why Attend

- Gain hands-on experience in developing strategic marketing and communication plans
- Enhance your ability to create data-driven, results-oriented marketing strategies
- Learn how to communicate effectively with various stakeholders (customers, employees, and investors)
- Master the art of aligning marketing activities with your company's overall strategic goals
- Develop the skills to manage brand perception and improve customer relationships through effective communication

## Target Audience

### This program is designed for:

- Marketing managers and business development professionals
- Senior executives and decision-makers involved in strategic planning
- PR and communication specialists
- Brand managers and digital marketing professionals
- Entrepreneurs and business owners who need to develop and implement marketing strategies

## Individual Benefits

### Key competencies that will be developed include:

- Strategic marketing planning and business communication skills
- Advanced market research techniques for segmentation and targeting
- Ability to align marketing strategies with business goals and objectives
- Skills for creating and executing multi-channel communication campaigns
- Proficiency in measuring marketing performance and adjusting strategies for maximum impact

## Organizational Benefits

### Upon completing the training course, participants will demonstrate:

- Improved marketing alignment with organizational strategy and business goals
- Increased brand visibility and stronger customer engagement
- More effective communication strategies within the company and with external stakeholders
- Better decision-making based on research-driven insights and data
- Enhanced ability to manage and adapt marketing plans in a competitive market

## Instructional Methodology

### The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Key concepts and frameworks for strategic marketing and business communication
- Case Studies - Real-world examples of successful marketing strategies and business communication campaigns
- Workshops - Hands-on activities focused on creating marketing strategies, business communication plans, and marketing metrics
- Peer Exchange - Group discussions on current trends and challenges in marketing and communication
- Tools - Marketing templates, planning frameworks, and communication strategy guidelines

## MAWA EVENTS

**Address:** No. 857, Block A2, Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

**Phone:** +601116373203 | **Email:** info@mawaevents.net

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## Course Outline

### Detailed 3-Day Course Outline

Training Hours: 7:30 AM – 3:30 PM Daily Format: 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

#### Day 1: Developing Strategic Marketing Plans

- **Module 1: Introduction to Strategic Marketing** (07:30 – 09:30)
  - The role of strategic marketing in business success
  - Key components of a strategic marketing plan
  - Understanding the marketing landscape: market segmentation, targeting, and positioning
- **Module 2: Market Research and Consumer Insights** (09:45 – 11:15)
  - Types of market research: qualitative vs. quantitative
  - Gathering and analyzing customer insights
  - Using customer data to inform marketing strategies
- **Module 3: Setting Marketing Objectives and KPIs** (11:30 – 01:00)
  - Defining clear, measurable marketing objectives
  - Creating SMART goals for marketing campaigns
  - Key performance indicators (KPIs) for evaluating success
- **Module 4: Workshop – Developing Your Marketing Plan** (02:00 – 03:30)
  - Participants develop a strategic marketing plan based on a case study
  - Group discussions on aligning marketing objectives with organizational goals

#### Day 2: Business Communication Strategy

- **Module 5: The Role of Business Communication in Marketing** (07:30 – 09:30)
  - Effective communication strategies for engaging customers
  - Communication across different channels: digital, print, social media, etc.
  - Branding and messaging consistency
- **Module 6: Public Relations, Social Media, and Digital Marketing** (09:45 – 11:15)
  - Building a strong online presence and community engagement
  - Leveraging social media platforms for brand awareness
  - Crisis management and handling public relations challenges
- **Module 7: Communication Strategies for Internal and External Stakeholders** (11:30 – 01:00)
  - Tailoring communication strategies for different stakeholders (customers, employees, investors)
  - Enhancing internal communication to align teams with the marketing strategy
  - Building transparency and trust through communication
- **Module 8: Workshop – Crafting a Business Communication Strategy** (02:00 – 03:30)
  - Participants develop a communication strategy for a brand or product
  - Presentations and feedback from instructors and peers

#### Day 3: Implementing, Measuring, and Adjusting Marketing Plans

- **Module 9: Implementing Marketing Strategies Across Channels** (07:30 – 09:30)
  - Coordinating multi-channel marketing campaigns
  - Budgeting and resource allocation for marketing efforts
  - Creating marketing timelines and workflows for campaign execution
- **Module 10: Measuring Marketing Performance** (09:45 – 11:15)
  - Tools and techniques for measuring marketing effectiveness
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Analyzing ROI and adjusting marketing strategies

- Using analytics tools (Google Analytics, CRM, social media metrics)
- **Module 11: Adapting and Optimizing Marketing Strategies (11:30 – 01:00)**
- Continuous improvement in marketing strategies
- Monitoring competitors and adapting strategies to market shifts
- Adjusting campaigns based on real-time data and feedback
- **Module 12: Workshop – Analyzing and Optimizing Marketing Campaigns (02:00 – 03:30)**
- Participants work through case studies to analyze the effectiveness of marketing campaigns
- Group presentations and feedback on campaign strategies

### Certification

Participants will receive a **Certificate of Completion in Strategic Marketing Annual Planning & Business Communication Strategy**, validating their proficiency in strategic marketing planning and communication strategies.

### Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

<p><b>In-House / Customized Training</b></p> <p>Interested in running this course for your team?</p> <p>Please contact us:</p>	<p>TEL:</p> <p><b>+601116373203</b></p>	<p>EMAIL:</p> <p><b>info@mawaevents.net</b></p>
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