

# STRATEGIC MARKETING ANNUAL PLANNING, COMMUNICATIONS & INNOVATION STRATEGY

*"Design Data-Driven Marketing Plans, Strengthen Communication, and Drive Innovation Aligned with Business Growth"*

## Schedule

Date	Venue	Fees (Face-to-Face)
27 - 29 Oct 2026	Doha, Qatar	USD 2495 per delegate

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

## Introduction

As customer expectations shift and markets evolve at record speed, organizations must move beyond reactive campaigns and adopt a structured, insight-driven approach to marketing strategy. Effective annual planning aligns marketing goals with business priorities, while integrated communications and innovation strategies ensure relevance, differentiation, and growth.

This intensive 3-day course provides a step-by-step methodology to develop strategic marketing plans, unify communications across channels, and build innovation into brand and campaign strategies. Participants will gain tools to allocate budgets, define KPIs, and enhance the strategic contribution of marketing to the organization.

## Objectives

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

- Build a strategic marketing plan that aligns with corporate objectives and market dynamics
- Conduct market analysis, customer segmentation, and competitor benchmarking
- Develop integrated communication strategies across digital and traditional media
- Incorporate innovation into product, channel, and message strategies
- Measure marketing effectiveness through defined metrics and reporting frameworks

## Why Attend

- Learn how to lead annual marketing planning with confidence and structure
- Translate customer insights into effective campaign and product strategies
- Create alignment between messaging, brand goals, and stakeholder priorities
- Explore frameworks to embed innovation into everyday marketing activities
- Benchmark against global best practices for strategic marketing planning

## Target Audience

This program is designed for:

- Marketing and brand managers
- Strategic planners and corporate communication leaders
- Product and innovation managers
- Business unit heads and commercial directors
- Anyone involved in marketing planning, campaign development, or innovation

## Individual Benefits

Key competencies that will be developed include:

- Strategic planning and goal setting
- Integrated marketing communications (IMC)
- Customer and competitor insight analysis
- Innovation strategy and cross-functional collaboration
- Budget planning, performance metrics, and ROI modeling

## Organizational Benefits

Upon completing the training course, participants will demonstrate:

- More aligned and effective marketing campaigns
- Consistent brand communication across departments and channels
- Greater return on marketing investment through structured planning
- Enhanced ability to introduce and manage innovative marketing strategies
- Improved decision-making based on clear data and performance indicators

## Instructional Methodology

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

- Strategy Briefings - Marketing strategy, IMC frameworks, and innovation models
- Case Studies - Real-world examples of annual planning and brand transformation
- Workshops - Calendar building, messaging architecture, and innovation labs
- Peer Exchange - Collaborative discussion and campaign critiques
- Tools - Planning templates, scorecards, content calendars, and budget trackers

## 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: Strategic Marketing Planning Foundations

- Module 1: Building the Strategic Marketing Plan (07:30 – 09:30) • Linking business objectives to marketing strategy • Overview of the annual planning cycle and planning tools
- Module 2: Market Segmentation and Insight Development (09:45 – 11:15) • Identifying high-value customer segments • Behavioral, psychographic, and demographic targeting
- Module 3: Competitor and Trend Analysis (11:30 – 01:00) • Benchmarking competitors, market share, and industry movements
- Module 4: Workshop – Situational Analysis (02:00 – 03:30) • SWOT, PESTLE, and customer insight integration

#### Day 2: Integrated Communications Strategy

- Module 1: Defining Messaging and Brand Positioning (07:30 – 09:30) • Value propositions and key message pillars • Tone, voice, and alignment with customer expectations
- Module 2: Media Strategy and Channel Mix (09:45 – 11:15) • Paid, owned, earned, and shared media planning • Digital vs. traditional channel balance
- Module 3: Campaign Calendar and Content Planning (11:30 – 01:00) • Mapping campaigns to marketing objectives and seasons
- Module 4: Workshop – Message Mapping and Channel Planning (02:00 – 03:30) • Build an annual communications plan for a selected brand

#### Day 3: Innovation and Measurement Strategy

- Module 1: Embedding Innovation in Marketing (07:30 – 09:30) • Product, service, and process innovation frameworks • Leveraging cross-functional innovation collaboration
- Module 2: Budgeting and Resource Allocation (09:45 – 11:15) • Prioritizing initiatives, setting budget caps, and ROI estimation
- Module 3: Measuring and Reporting Marketing Effectiveness (11:30 – 01:00) • Key performance indicators (KPIs) and dashboards • Attribution modeling and post-campaign analysis
- Module 4: Final Workshop – Strategic Marketing Plan Presentation (02:00 – 03:30) • Participants present an annual plan, communications matrix, and innovation roadmap

## Certification

Participants will receive a Certificate of Completion in Strategic Marketing Annual Planning, Communications & Innovation Strategy, validating their expertise in aligning strategic planning with market insight, communications, and innovation for competitive advantage.

## Why Choose MAWA Events

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