

INTEGRATED MARKETING PLANNING & BUSINESS STRATEGIES

“Aligning Marketing Objectives with Business Growth and Competitive Positioning”

Schedule

Date	Venue	Fees (Face-to-Face)
07 - 09 Oct 2026	Dubai, UAE	USD 2495 per delegate

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

Introduction

In an increasingly fragmented and competitive market landscape, the ability to align marketing efforts with strategic business goals is more critical than ever. This course enables professionals to build cohesive marketing plans that are not only creative but are also backed by data and aligned with organizational vision, competitive positioning, and financial performance.

Through practical tools and case-based discussions, participants will learn how to craft integrated marketing strategies that cut across channels, connect with the right audiences, and directly support business growth and profitability.

Objectives

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

- Develop integrated marketing plans aligned with business objectives
- Segment and target markets using strategic positioning models
- Apply frameworks to link brand, digital, and sales strategies
- Build KPI-driven plans and measure campaign performance
- Coordinate cross-functional inputs into a single marketing roadmap

Why Attend

- Bridge the gap between strategic planning and daily marketing execution
- Design more accountable, ROI-focused campaigns
- Understand how to align teams around a shared marketing vision
- Gain actionable templates for strategic planning, budgeting, and reporting
- Enhance marketing credibility at the executive and board level

Target Audience

This program is designed for:

- Marketing managers and strategic planners
- Brand, product, and communications professionals
- Business development and commercial teams
- Entrepreneurs and SME leaders involved in strategic marketing
- Anyone responsible for marketing performance and alignment

Individual Benefits

Key competencies that will be developed include:

- Strategic planning and structured marketing thinking
- Channel mix development and brand positioning
- Integrated campaign design with measurable outputs
- Customer segmentation and value proposition design
- Presentation of marketing plans to leadership

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved integration of marketing with overall business goals
- Higher campaign effectiveness and accountability
- Better cross-departmental coordination and communication
- Stronger alignment between marketing, sales, and product development
- More consistent brand messaging across platforms

Instructional Methodology

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

- Strategy Briefings - Proven marketing planning models and competitive frameworks
- Case Studies - Analysis of successful integrated marketing strategies
- Workshops - Drafting and critiquing real marketing plans
- Peer Exchange - Sharing challenges and solutions across industries
- Tools - Planning templates, budget calculators, performance dashboards

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 Foundations for Marketing Planning

- Module 1: Aligning Marketing with Business Strategy (07:30 - 09:30) • Understanding business models and market dynamics • Translating business goals into marketing objectives • Key elements of an integrated marketing strategy
- Module 2: Customer Segmentation & Value Propositions (09:45 - 11:15) • Identifying target segments and decision-makers • Developing value propositions that resonate • Customer journey mapping and pain point analysis
- Module 3: Competitive Positioning & Brand Strategy (11:30 - 01:00) • Positioning frameworks (USP, BCG Matrix, Porter's strategies) • Brand identity and brand equity considerations • Linking brand with business performance
- Module 4: Workshop - Building the Strategic Base (02:00 - 03:30) • Group exercise on segmentation and positioning • Peer feedback and insights

Day 2: Building Integrated Campaigns

- Module 1: Channel Strategy and Media Mix (07:30 - 09:30) • Choosing the right channels for each customer segment • Media planning: paid, owned, earned • Digital integration with offline tactics
- Module 2: Messaging, Content & Creative Planning (09:45 - 11:15) • Crafting consistent campaign messages • Content calendars and creative brief development • Tailoring messaging across platforms
- Module 3: Budgeting and ROI Planning (11:30 - 01:00) • Building marketing budgets aligned with outcomes • Allocating resources by channel and campaign stage • Estimating returns and financial justification
- Module 4: Workshop - Campaign Design Simulation (02:00 - 03:30) • Group project to develop an integrated campaign • Presentation and critique

Day 3: Execution, Optimization & Plan Presentation

- Module 1: Campaign Execution and Team Alignment (07:30 - 09:30) • Translating strategy into action plans • Workflow, timeline, and stakeholder coordination • Roles and responsibilities for execution
- Module 2: Performance Measurement and Analytics (09:45 - 11:15) • Establishing KPIs and performance dashboards • Monitoring and adjusting campaigns in real-time • Customer feedback loops and CRM integration
- Module 3: Final Plan Presentation & Feedback (11:30 - 01:00) • Participants present their integrated marketing plans • Peer and instructor evaluation
- Module 4: Course Wrap-Up and Personal Action Planning (02:00 - 03:30) • Key takeaways and lessons learned • Action steps to apply tools post-course • Certificate distribution

Certification

Participants will receive a Certificate of Completion in Integrated Marketing Planning & Business Strategy, validating their capability to develop aligned, data-driven marketing plans that support business success.

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TEL:

+601116373203

EMAIL:

info@mawaevents.net

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