MAWA EVENTS

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

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STRATEGIC MARKETING PLANNING

"Design Data-Driven Marketing Strategies to Achieve Business Goals and Competitive Advantage."

Schedule

Venue (In-house)	Fees
At Your Organization Premises	Ask For The Quotation

Introduction

Strategic marketing planning is the cornerstone of business success, enabling organizations to identify opportunities, target the right audiences, and achieve sustainable growth. A well-structured marketing plan aligns resources, messaging, and campaigns with organizational objectives.

The Strategic Marketing Planning course provides participants with practical frameworks, tools, and techniques to develop effective marketing strategies. Participants will learn how to analyze markets, define positioning, create actionable plans, and measure outcomes for maximum impact.

Objectives

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

- Understand the principles and importance of strategic marketing planning.
- Conduct market research and competitor analysis to identify opportunities.
- Define target audiences and develop positioning strategies.
- Set clear marketing objectives and KPIs aligned with business goals.
- Design marketing strategies encompassing product, pricing, promotion, and distribution.
- Develop actionable marketing plans with budgets, timelines, and resources.
- Implement monitoring systems to track performance and optimize campaigns.
- Align marketing strategies with overall business strategy for competitive advantage.

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Why Attend

In today’s competitive business environment, strategic marketing planning is essential to outperform competitors, drive growth, and achieve measurable results. This course equips participants with practical skills to plan, execute, and optimize marketing strategies effectively.

Target Audience

This course is suitable for:

- Marketing Managers and Executives
- Brand Managers and Product Managers
- Business Development Professionals
- Entrepreneurs and Business Owners
- Sales Managers and Customer Engagement Professionals
- Anyone responsible for planning, implementing, or overseeing marketing strategies

Individual Benefits

- Gain expertise in strategic marketing analysis, planning, and execution.
- Improve decision-making and analytical skills in marketing.
- Learn to create actionable marketing plans with measurable outcomes.
- Enhance ability to align marketing strategies with business objectives.
- Increase professional credibility and career growth in marketing roles.
- Build confidence in managing complex marketing projects effectively.

Organizational Benefits

- Improve marketing effectiveness and ROI on campaigns.
- Strengthen brand positioning and market presence.
- Align marketing initiatives with organizational goals for growth.
- Enhance cross-functional collaboration and resource allocation.
- Drive customer engagement, loyalty, and long-term profitability.
- Foster a culture of strategic planning and performance measurement.

Instructional Methodology

The training employs a practical, interactive approach through:

- Case studies of successful marketing strategies and campaigns
- Hands-on exercises in market analysis, segmentation, and positioning
- Workshops on planning marketing objectives, budgets, and timelines
- Group discussions and peer review of marketing strategies
- Simulations for campaign execution and performance tracking
- Tools and templates for monitoring and measuring marketing effectiveness
- Continuous guidance, Q&A sessions, and instructor coaching

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Course Outline

Module 1: Introduction to Strategic Marketing and Planning

Module 2: Market Research and Competitive Analysis

Module 3: Target Audience Segmentation and Positioning

Module 4: Setting Marketing Objectives and KPIs

Module 5: Marketing Strategy Development – Product, Price, Place, Promotion

Module 6: Budgeting, Resource Allocation, and Timeline Planning

Module 7: Integrated Marketing Communications and Campaign Design

Module 8: Digital Marketing and Multi-Channel Strategy

Module 9: Monitoring, Measuring, and Optimizing Marketing Performance

Module 10: Capstone Project – Designing a Comprehensive Strategic Marketing Plan

Certification

Upon successful completion, participants will receive a Certificate in Strategic Marketing Planning, recognizing their ability to design, implement, and manage effective marketing strategies that drive measurable business growth.

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.

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

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