MAWA EVENTS

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

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THE STRATEGIC MARKETING PLAN

"Design and Implement Marketing Strategies that Drive Business Growth and Competitive Advantage."

Schedule

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

Introduction

A well-structured strategic marketing plan is essential for aligning marketing efforts with business objectives and achieving sustainable growth. It provides a roadmap to identify opportunities, target the right audience, and allocate resources effectively.

The Strategic Marketing Plan course equips participants with practical tools, frameworks, and techniques to create comprehensive marketing plans. Participants will learn to conduct market analysis, define objectives, design strategies, and measure performance for optimal results.

Objectives

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

- Understand the importance and components of a strategic marketing plan.
- Conduct market research and competitive analysis to identify opportunities.
- Define target audiences and positioning strategies.
- Set clear marketing objectives and key performance indicators (KPIs).
- Develop integrated marketing strategies covering product, price, place, and promotion.
- Design actionable marketing plans with budgets, timelines, and resources.
- Monitor, measure, and optimize marketing performance for continuous improvement.
- Align marketing initiatives with overall business strategy to achieve competitive advantage.

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Why Attend

A strategic marketing plan ensures marketing efforts are focused, measurable, and aligned with business goals. This course provides practical insights, case studies, and exercises to equip participants with the skills to create marketing plans that drive tangible business results.

Target Audience

This course is suitable for:

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

Individual Benefits

- Gain expertise in strategic marketing analysis, planning, and execution.
- Improve ability to make data-driven marketing decisions.
- Develop actionable marketing plans with measurable objectives.
- Enhance professional credibility in marketing and business strategy roles.
- Strengthen skills in aligning marketing initiatives with business goals.
- Increase confidence in leading marketing projects and campaigns.

Organizational Benefits

- Improve marketing effectiveness and return on investment (ROI).
- Strengthen brand positioning and market presence.
- Ensure marketing strategies support business objectives.
- Enhance team collaboration and resource allocation.
- Drive customer engagement, acquisition, and loyalty.
- Foster a culture of strategic thinking and performance measurement.

Instructional Methodology

The training employs a practical, interactive approach through:

- Case studies of successful marketing plans and campaigns
- Hands-on exercises in market analysis, segmentation, and positioning
- Workshops on setting objectives, strategies, and KPIs
- Group discussions and peer reviews of marketing strategies
- Simulations for campaign planning and performance monitoring
- Tools and templates for marketing plan development
- Continuous guidance, Q&A sessions, and instructor-led 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 – Developing a Comprehensive Strategic Marketing Plan

Certification

Upon successful completion, participants will receive a Certificate in Strategic Marketing Planning, recognizing their ability to create, implement, and manage marketing plans that drive business growth and achieve competitive advantage.

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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