

Scandinavian Academy
Training Center

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Riyadh - Al Khaleej District - Sheikh Abdul Aziz Bin Abdul Rahman Bin Bishr Street - 13223 - Office No. 5 | P.O.BOX : 13224

Course: Developing & Implementing Strategic Marketing Plans

Code	City	hotel	Start	End	price	Language - Hours
SM-468SA	Riyadh	Hotel Meeting Room	2027-05-30	2027-06-03	9950 SR	En - 25

Why Choose this Course?

In this course delegates will understand the structured process of how to build a marketing plan customised for their situation. They will find out how marketing planning works and how they should document their ideas in a marketing plan.

They will become competent in developing a marketing plan by going through a number of stages of the marketing planning process. They will work with practical checklists at each stage that enable them to formulate the right questions.

They will master the key elements of a complete marketing plan.

This course will feature:

- How to analyse the external and internal environment;
- What segments of the market to target and how to choose a proper positioning
- How to set marketing and financial objectives
- How to decide on strategies for products, pricing, channels and communication
- What sales forecasting technique to use

What are the Goals?

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

- Construct a marketing plan in general and specifically for their company
- Develop a plan for a new product

- Understand what analyses need to be carried out at the outset
- Define the market, customer segments and buying behaviour
- Apply control procedures necessary to monitor successful implementation of the marketing plan

Who is this Course for?

Participants are, or will be, involved in strategy development, in the development of marketing plans, in new product planning or work in product development teams

This course is suitable for a wide range of professionals but will greatly benefit:

- Professionals of different functional backgrounds, middle managers, marketing professionals without a formal marketing education, sales professionals
- People who plan to start up a new company or a launch of a new product or service within a company

How will this be Presented?

The training process is a blend of presentation, small group work on real company cases and practical exercises to apply knowledge. Participants are encouraged to bring their own company specific issues to work with.

The Course Content

Day One

Introduction to Marketing Planning

- Course objectives
- Three levels of planning

- Marketing and the mission statement
- Analysing the current situation: internal audit, external audit
- SWOT analysis
- PESTEL factors

Day Two

Analysing customers and markets; segmentation, targeting, positioning

- Market definition (potential-,target market)
- Consumer markets
- Business markets
- Market segmentation process
- 4 different targeting strategies
- The positioning process

Day Three

Planning direction, objectives and strategy

- Growth strategies, non growth strategies
- Financial objectives, marketing objectives, societal objectives
- Planning for products
- Product Life Cycle
- Planning for brands

Day Four

Planning the marketing mix strategy

- Planning for pricing

- Pricing elasticity and break- even analysis
- Planning for communication, advertising and promotion
- Push and pull strategies
- Planning for channels
- Channel length and channel member decisions

Day Five

Planning metrics and performance measurement; planning implementation and control

- Tools for evaluating marketing progress
- Measuring progress with metrics
- Forecasting approaches
- Preparing budgets and schedules
- The marketing control process
- Sample Marketing Plan
- Summary

The Scandinavian Academy for Training Center adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant receives the training material (both theoretical and practical) in printed form and saved on a CD or flash drive. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training Center.

Program Timings: 9:00 AM to 2:00 PM

The program includes:

- A daily buffet provided during the sessions to ensure participants comfort.
- A closing ceremony on the final day to distribute certificates and celebrate participants achievements.
- **Note: All prices are exclusive of 15% Value Added Tax (VAT).**

Our Success Partners

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