

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: The Strategic Marketing Plan

Code	City	hotel	Start	End	price	Language - Hours
SM-310SA	Alula	Hotel Meeting	2027-03-14	2027-03-18	10950 SR	En - 25

Introduction

Who should attend:

Marketing professionals who need to prepare a marketing plan for the first time or who are reviewing the effectiveness of current plans.

The program is also important for senior managers involved in evaluating marketing plans submitted to them by specialists.

Objectives

- Apply a logical step-by-step process to produce a sound marketing plan.
- Devise a marketing plan that builds on marketing audit findings.
- Use marketing audit findings to identify effective strategies and tactics.
- Develop the components of the strategic marketing plan.
- Identify and implement the different marketing warfare strategies (offensive, defensive and flanking).

Content

The Marketing Concept

- Scope and Functions
- A New Approach to Marketing
- Competitive Pressures Changing the World

- The Smart Bomb Strategic Approach

The Marketing Planning Process

- The Benefits of Planning
- The Marketing Plan Format
- The Marketing Planning Process
- Setting S.M.A.R.T Objectives and Goals
- Linking the Marketing Strategy to the Vision, Mission and Objectives of the Company

The Business Situation Analysis

- Understanding the Framework for Competitive Analysis
- Competitive and Customer Analysis
- Environmental Analysis
- SWOT and TOWS Analysis
- Portfolio Analysis and Design (The Boston Consulting Group Matrix)

Planning Segmentation, Targeting and Positioning

- Basis for Segmentation
- Benefits of Segmentation
- The Market Segmentation Process
- Effective Positioning
- Creating a Powerful Value Proposition

Strategy Development

- Considering Different Strategic Alternatives (TOWS Analysis)
- Analyzing Different Marketing Strategies
- The Growth Strategy Matrix
- Factors Shaping the Choice of Strategy
- Blue Ocean versus Red Ocean Strategies

Tactical Planning Applications

- Setting the Scene: The Marketing Mix
- The Components of the Marketing Mix
- Using The Marketing Mix Model

Putting It All Together

- Writing Your Own Marketing Plan

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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