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COURSE BROCHURE

Marketing Strategy and Planning Training Course

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Registered in the United Kingdom and Saudi Arabia

Marketing Strategy and Planning Training Course

Marketing Strategy and Planning is a 1-week training course for marketing, brand and product leads that ends with a working annual marketing plan each participant brings back to the team. Organisations now compete for attention across more channels and with more data than ever, so a clear strategy and a disciplined plan decide where budget and effort go. Jupiter Prime Training runs this course on marketing strategy and planning.

Why Marketing Strategy and Planning Matters Now

Three forces shape marketing planning today: customers who move between digital and physical channels, executives who expect marketing to prove its return, and fast-changing markets that make last year's priorities out of date. A retail chain choosing between store promotions and online campaigns, or a bank deciding which customer segments to grow, faces the same question: where will the next marketing dirham or pound earn most? Teams that plan well align spending with growth goals and earn the trust of finance and sales; teams that plan badly spread budget thinly and struggle to explain results. The course rests on the SOSTAC model Situation, Objectives, Strategy, Tactics, Action, Control, PESTLE and SWOT analysis, segmentation, targeting and positioning STP, the Ansoff growth matrix and the extended marketing mix 7Ps.

Who Gains Most from Marketing Strategy and Planning

- Those responsible for writing and owning the yearly marketing direction for a business unit or brand
- Those who manage a product or brand portfolio and decide where it should grow
- Those who allocate marketing budget across channels and campaigns
- Those who lead business development or sales and need marketing aligned with targets
- Those who brief agencies and internal teams on campaign priorities

Marketing departments gain most when the plan owner, a brand or product lead and the budget holder attend together and agree one set of priorities.

Marketing Strategy and Planning Capabilities

Brand leads, product managers and budget holders leave able to defend each marketing choice with evidence:

- Assess the market, competitors and customers with PESTLE and SWOT analysis — for the situation review that opens every planning cycle
- Design segmentation, targeting and positioning choices — for decisions on which customers to serve first
- Align SMART marketing objectives and KPIs with business goals — for agreement with senior leadership and finance
- Weigh growth options with the Ansoff matrix and competitive strategy choices — for the strategic direction of the brand
- Apply the 7Ps to turn strategy into channel and campaign actions — for the teams that deliver campaigns
- Communicate a budget with a measurement framework — for approval and quarterly reviews

Key Marketing Strategy and Planning Terms

- Marketing strategy — the long-term choice of which customers to serve, with what value proposition, and how to win against competitors.
- Marketing plan — the document that turns the strategy into objectives, actions, budget, timings and responsibilities for a set period.
- SOSTAC — a planning model in six stages: Situation, Objectives, Strategy, Tactics, Action and Control.
- Positioning — the distinct place a brand or product aims to hold in target customers' minds compared with competitors.
- Value proposition — a clear statement of the benefit a target segment receives and why it should choose this offer over rivals.
- Marketing KPI — a measure that shows whether marketing activity is moving the business towards an agreed objective.

Marketing Strategy and Planning Day by Day

Day 1: The Market and the Customer

- SOSTAC Planning Model — Structure for the Annual Planning Cycle
- PESTLE Analysis — External Forces Affecting Demand and Growth
- Competitor Analysis — Where Rivals Are Strong and Exposed
- Customer Insight and Buyer Behaviour — What Drives Purchase Decisions
- SWOT Analysis — Turning Findings into Strategic Priorities

Day 2: Choosing Where to Compete

- Market Segmentation Methods — Grouping Customers by Needs and Value
- Target Segment Selection — Weighing Attractiveness Against Capability
- Positioning Statements — Defining the Brand's Distinct Place
- Value Proposition Design — Matching Offer to Customer Problems
- Ansoff Growth Matrix — Choosing Between Markets and Products

Day 3: From Objectives to the Marketing Mix

- SMART Marketing Objectives — Linking Marketing Goals to Business Targets
- Porter's Generic Strategies — Cost, Differentiation or Focus Choices
- Extended Marketing Mix 7Ps — Product, Price, Place, Promotion and Service
- Pricing Strategy Options — Value, Margin and Competitive Response
- Integrated Channel Planning — Combining Digital and Offline Touchpoints

Day 4: Budget, Resources and Measurement

- Marketing Budget Methods — Objective-and-Task Versus Percentage of Sales
- Resource and Agency Planning — Who Delivers Each Activity
- Marketing KPI Framework — Measures for Awareness, Leads and Revenue
- Marketing ROI Analysis — Comparing Return Across Channels and Campaigns
- Dashboard and Review Cycle — Tracking Results and Adjusting Spend

Day 5: Building the Annual Marketing Plan

- Action Planning and Timelines — Turning Tactics into Owned Tasks
- Risk and Contingency Planning — Preparing for Market Changes
- Situation and Strategy Review — Checking Choices Against Day One Findings
- Presentation to Leadership — Securing Approval for Budget and Priorities
- Annual Marketing Plan Assembly — Completing the Team's Working Plan

Applying Marketing Strategy and Planning After the Course

- Run a two-hour workshop where colleagues review the segment and positioning choices and agree an owner for each action.
- Present the objectives, budget and KPI dashboard to finance and sales leaders to secure shared targets for the year.

Marketing Strategy and Planning Questions FAQ

What is marketing strategy and planning, and why does it matter now?

Marketing strategy and planning is the process of choosing which customers to serve and turning that choice into a budgeted, measurable programme of action. It matters now because channels and data have multiplied, and teams that plan clearly spend more wisely and can show what marketing returns.

Who gains most from marketing strategy and planning training?

Plan owners, brand and product leads and budget holders gain most from marketing strategy and planning training. They decide priorities, allocate spending and report results, so a shared method helps them agree faster and work as one team.

How is a marketing strategy and planning course different from a digital marketing course?

A marketing strategy and planning course decides where and how to compete before any channel is chosen. A digital marketing course focuses on running specific online channels and campaigns. This core course sets the direction that later guides those channel and campaign decisions.

What do participants take back from marketing strategy and planning training?

Participants take back a situation analysis, priority segments, objectives, a marketing mix outline, a budget and a KPI dashboard, all built during the week. You can use them straight away to agree priorities and review results.

Marketing Strategy and Planning: The Way Forward

The annual marketing plan participants build gives the department a single reference for its next budget round. The first decision it informs is which segments and channels receive investment this year. Plan owners, brand leads and budget holders use it together, and the positioning choices are worth revisiting after the first quarter's results are in.