

MARKETING & COMMUNICATION | COURSE BROCHURE

Certificate in Marketing Strategy and Planning

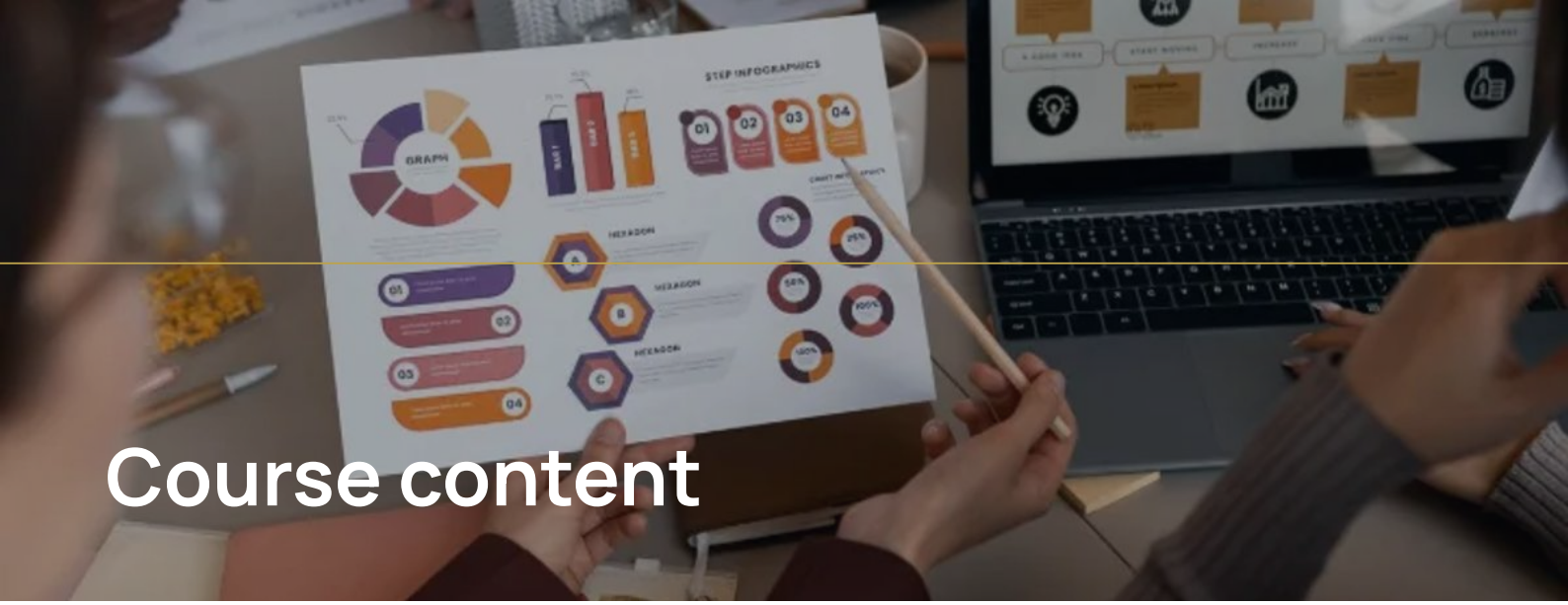
5 days | Classroom training | English

SMART HORIZON

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Amsterdam
The Netherlands

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Course content

Why attend

This course provides a comprehensive framework for developing effective marketing strategies and plans. Participants will learn to analyse market conditions, define target audiences, and create actionable marketing plans that align with business objectives, enhancing their strategic decision-making skills.

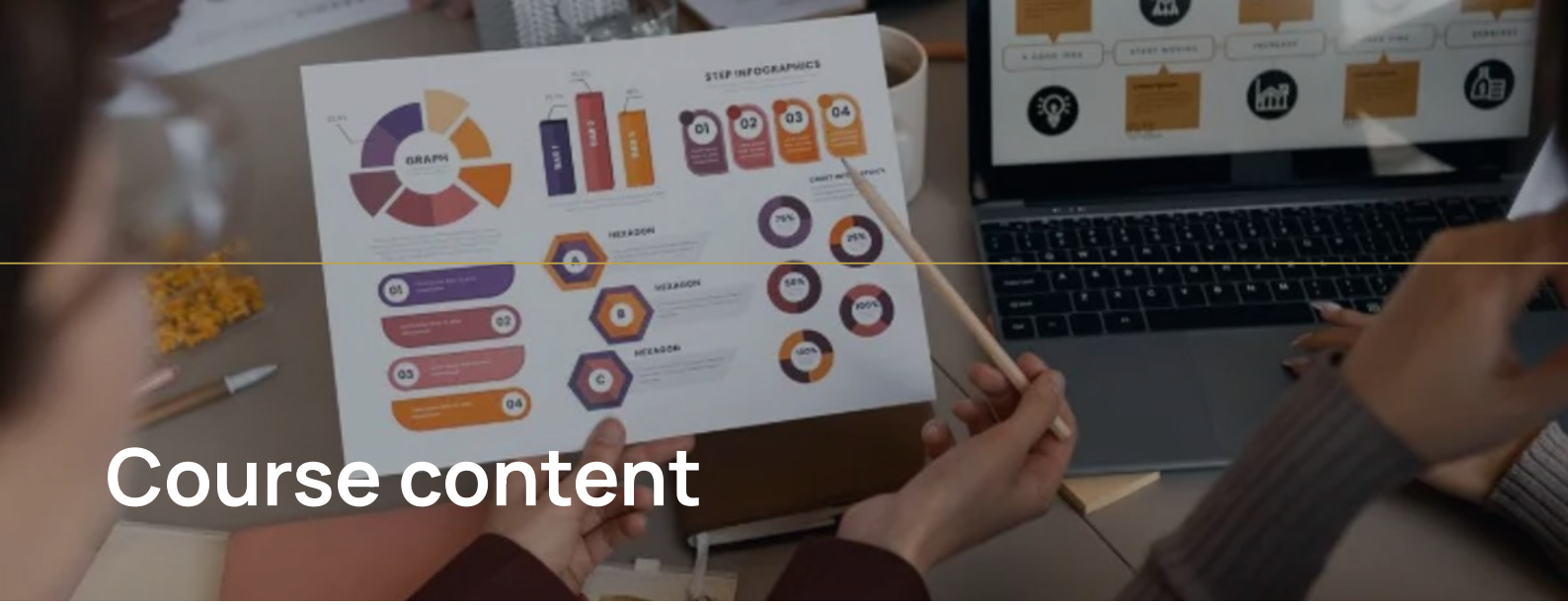
Marketing professionals face challenges in aligning their strategies with rapidly changing market dynamics and consumer expectations. Understanding how to effectively analyse market data and consumer behaviour is crucial for making informed decisions that drive business growth. This course addresses these challenges by equipping participants with the tools to create robust marketing strategies tailored to their specific market environments. Through practical exercises, attendees will learn to navigate complex market conditions, ensuring their strategies are both relevant and effective in achieving organisational objectives. Additionally, the course will cover how to leverage digital marketing channels to enhance outreach and engagement, which is vital in a competitive landscape.
Engaging in practical exercises simulates real-world marketing scenarios, allowing participants to apply theoretical concepts to tangible situations. They will develop actionable marketing plans and conduct market analyses, enhancing their strategic capabilities. By practising skills such as audience segmentation, resource allocation, and performance evaluation, attendees will be prepared to make data-driven decisions that positively impact their organisations. This course not only builds foundational knowledge but also fosters the ability to adapt strategies in response to market feedback, ensuring participants can contribute effectively to their organisations' success. Moreover, they will learn to present their strategies persuasively to stakeholders, enhancing their influence within their organisations.

Professional Problems This Course Is Designed to Solve

- Difficulty translating subject knowledge into practical workplace decisions.
- Inconsistent approaches to the activities covered in the course outline.
- Lack of a structured plan for applying and reviewing new skills.

Course methodology

The course employs a blend of case studies, workshops, and collaborative group exercises to foster practical learning. Participants will analyse real-world marketing scenarios, develop strategic plans, and engage in peer reviews to refine their approaches. Specific exercises include market research simulations, audience persona creation, and strategic planning workshops. Outputs include comprehensive marketing strategy documents and presentations, demonstrating their ability to apply learned concepts effectively. This hands-on approach ensures that participants leave with not only theoretical knowledge but also practical skills that can be directly applied in their professional roles, enhancing their overall marketing effectiveness. By focusing on real-world applications, the course prepares participants to tackle immediate challenges in their marketing roles.



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Course objectives

By the end of this course, participants will be able to:
• Analyse market trends to identify opportunities and threats in the competitive landscape.
• Define target audience segments based on demographic and psychographic data.
• Design a comprehensive marketing strategy that aligns with organisational goals.
• Prioritise marketing initiatives based on resource allocation and potential impact.
• Construct a detailed marketing plan that includes objectives, tactics, and metrics for success.
• Assess the effectiveness of marketing strategies through performance metrics and KPIs.
• Justify marketing decisions based on data-driven insights and market research findings.

Target audience

This course is suitable for:
• Marketing Managers responsible for strategic planning and execution.
• Business Development Executives focused on market expansion and customer acquisition.
• Product Managers needing to align product strategies with market demands.
• Entrepreneurs seeking to establish a strong market presence and competitive advantage.

Target competencies

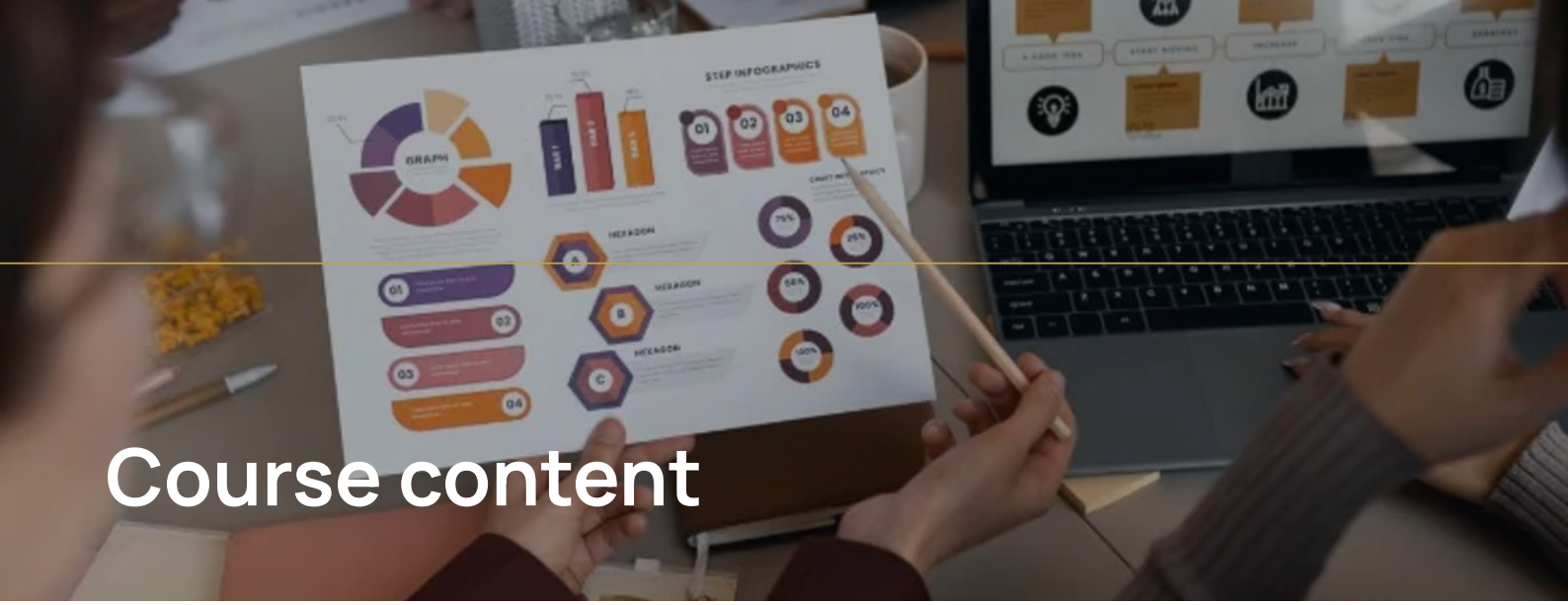
Participants will develop competencies in:
• Conducting thorough market analyses to inform strategic decisions.
• Segmenting target audiences for tailored marketing approaches.
• Developing actionable marketing plans with clear objectives and metrics.
• Evaluating marketing performance and adjusting strategies accordingly.
• Collaborating effectively within cross-functional teams to achieve marketing goals.
• Utilising digital marketing tools and analytics for strategic insights.

Course outline

Day 1: Market Analysis and Strategic Foundations

Applied activity: Participants will conduct a SWOT analysis for a fictional company facing market challenges. They will identify strengths, weaknesses, opportunities, and threats while considering market data and trends, ultimately deciding on strategic priorities for the company.
Output: SWOT analysis report with strategic recommendations and insights.

09:00–09:54	Understanding market dynamics and competitive landscapes through analysis.



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09:54–10:48	Conducting SWOT analysis for strategic insights and decision-making.
10:48–11:00	Identifying key market trends and consumer behaviours using research tools.
11:00–11:30	**Coffee break**
11:30–12:12	Identifying key market trends and consumer behaviours using research tools. (continued)
12:12–13:06	Utilising market research techniques to gather actionable data.
13:06–14:00	Defining strategic marketing objectives aligned with business goals and resources.

Day 2: Target Audience Identification and Segmentation

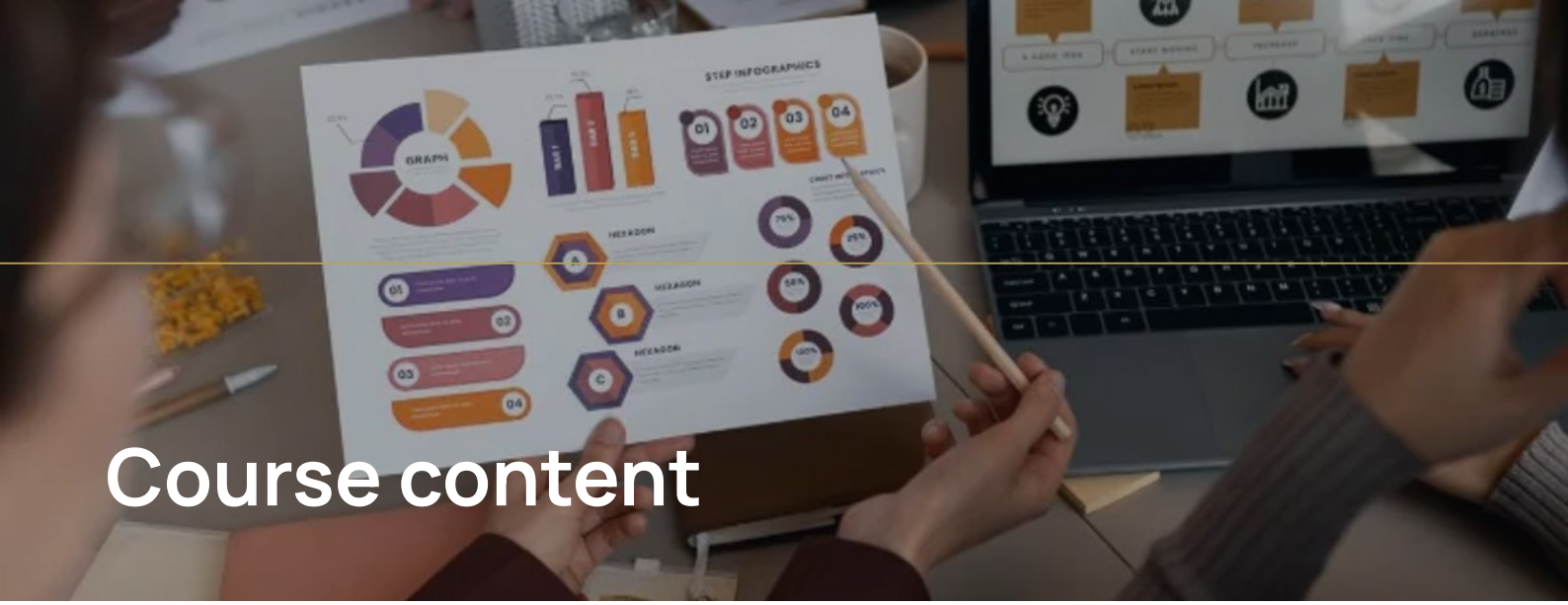
Applied activity: Participants will create audience personas for a new product launch. They will use demographic and psychographic data to define key characteristics, needs, and behaviours of potential customers, deciding how to tailor marketing messages for each persona.
Output: Comprehensive audience persona profiles with insights for marketing strategies.

09:00–09:54	Defining target markets and creating detailed audience personas.
09:54–10:48	Utilising demographic and psychographic data for effective segmentation.
10:48–11:00	Applying segmentation models to identify viable market segments for campaigns.
11:00–11:30	**Coffee break**
11:30–12:12	Applying segmentation models to identify viable market segments for campaigns. (continued)
12:12–13:06	Assessing the potential of different audience segments through analysis.
13:06–14:00	Creating comprehensive audience profiles for targeted marketing strategies.

Day 3: Strategic Marketing Planning

Applied activity: Participants will draft a marketing strategy for a fictional product. They will align objectives with business goals and identify key tactics and channels for implementation, deciding on the best approaches to reach their target audience.
Output: Draft marketing strategy document detailing objectives and tactics.

09:00–09:54	Developing a cohesive marketing strategy framework based on analysis.
09:54–10:48	Setting SMART objectives for marketing initiatives to ensure clarity.
10:48–11:00	Aligning marketing strategies with overall business objectives and vision.
11:00–11:30	**Coffee break**



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11:30–12:12	Aligning marketing strategies with overall business objectives and vision. (continued)
12:12–13:06	Identifying key marketing channels and tactics for effective outreach.
13:06–14:00	Creating a timeline for marketing activities and campaigns to ensure timely execution.

Day 4: Implementation and Resource Allocation

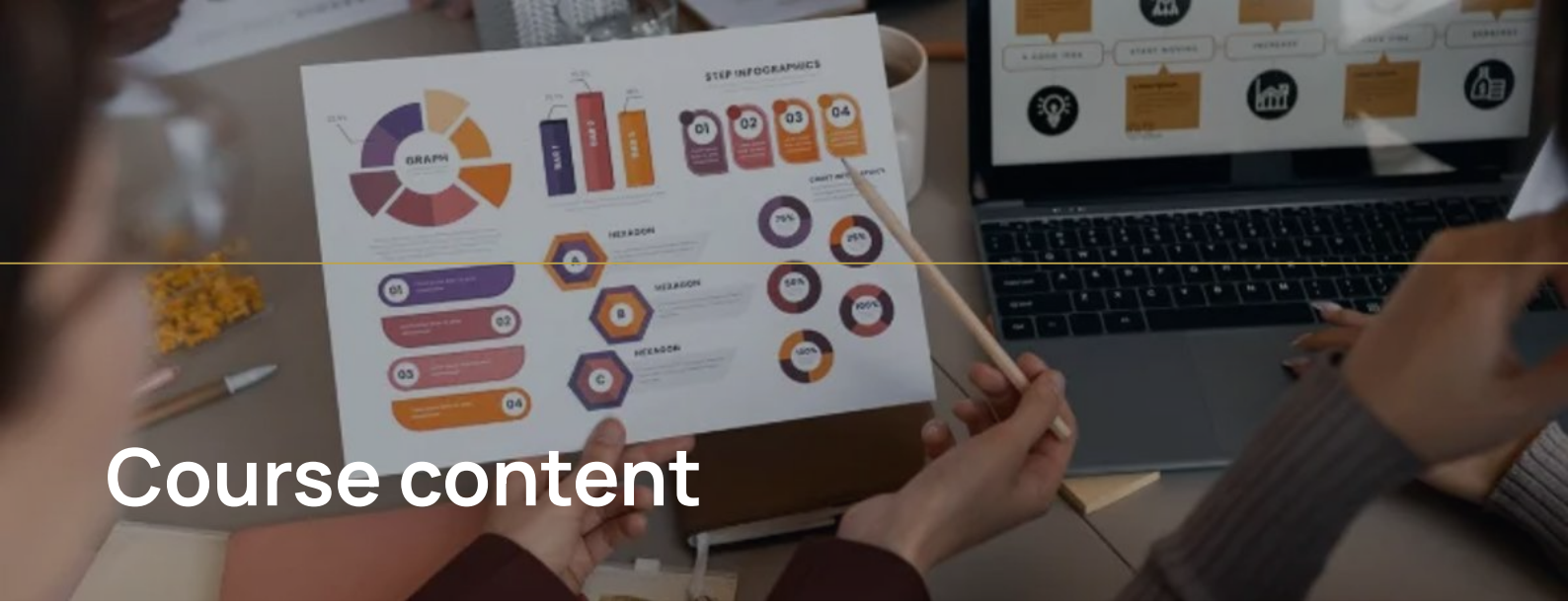
Applied activity: Participants will develop a resource allocation plan for their marketing strategy. They will detail budget, personnel, and timelines for each initiative while considering potential challenges, deciding how to optimise resources for maximum impact.
Output: Resource allocation and project plan outlining budget and timelines.

09:00–09:54	Prioritising marketing initiatives based on impact, feasibility, and resources.
09:54–10:48	Allocating resources effectively across marketing channels for maximum reach.
10:48–11:00	Creating a budget for marketing activities that aligns with strategic goals.
11:00–11:30	**Coffee break**
11:30–12:12	Creating a budget for marketing activities that aligns with strategic goals. (continued)
12:12–13:06	Developing a project plan for marketing execution with timelines and deliverables.
13:06–14:00	Managing timelines and deliverables for marketing campaigns to ensure accountability.

Day 5: Evaluating and Adjusting Marketing Strategies

Applied activity: Participants will evaluate the effectiveness of their marketing plan using hypothetical performance data. They will make necessary adjustments based on analysis and present their findings to the group, deciding on next steps for strategy refinement.
Output: Finalised marketing strategy presentation with performance evaluation and recommendations.

09:00–09:54	Setting performance metrics and KPIs for measuring marketing success.
09:54–10:48	Analysing marketing performance data to assess effectiveness and ROI.
10:48–11:00	Utilising feedback loops for continuous improvement of marketing strategies.
11:00–11:30	**Coffee break**
11:30–12:12	Utilising feedback loops for continuous improvement of marketing strategies. (continued)
12:12–13:06	Making data-driven adjustments to marketing strategies based on performance analysis.
13:06–14:00	Presenting findings and recommendations to stakeholders for informed decision-making.



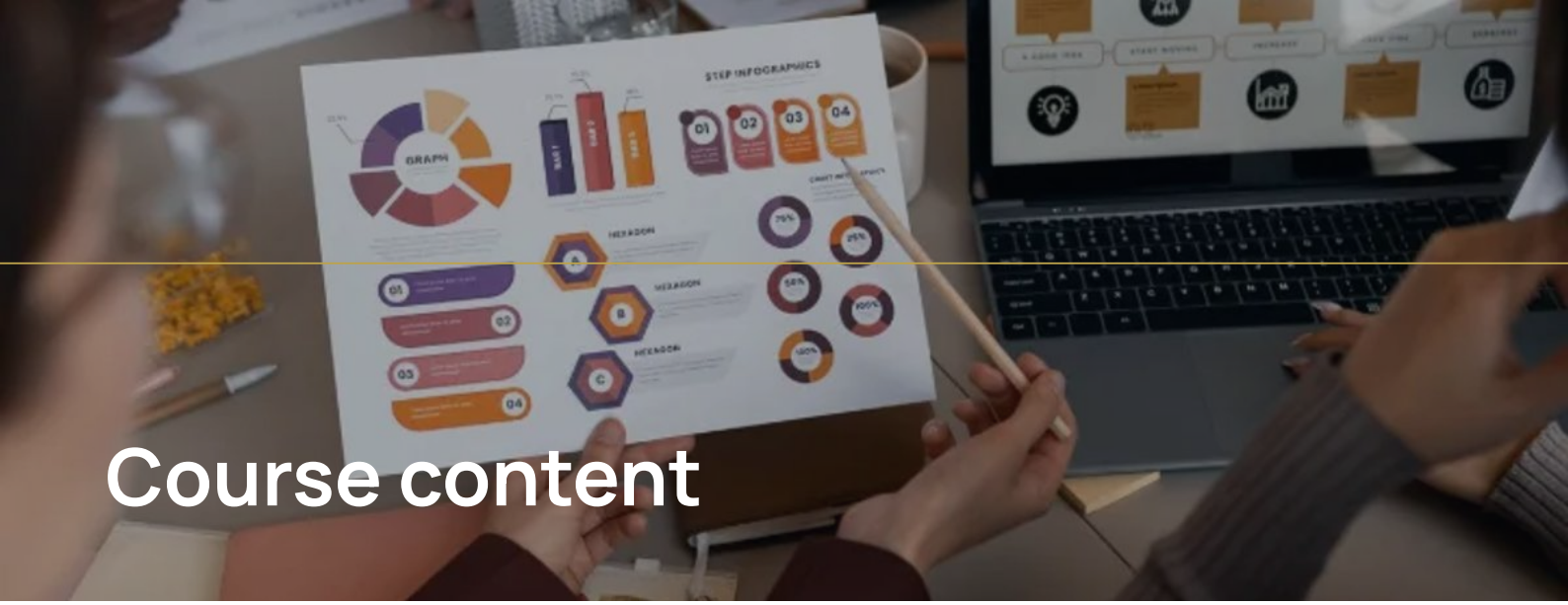
Course content

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

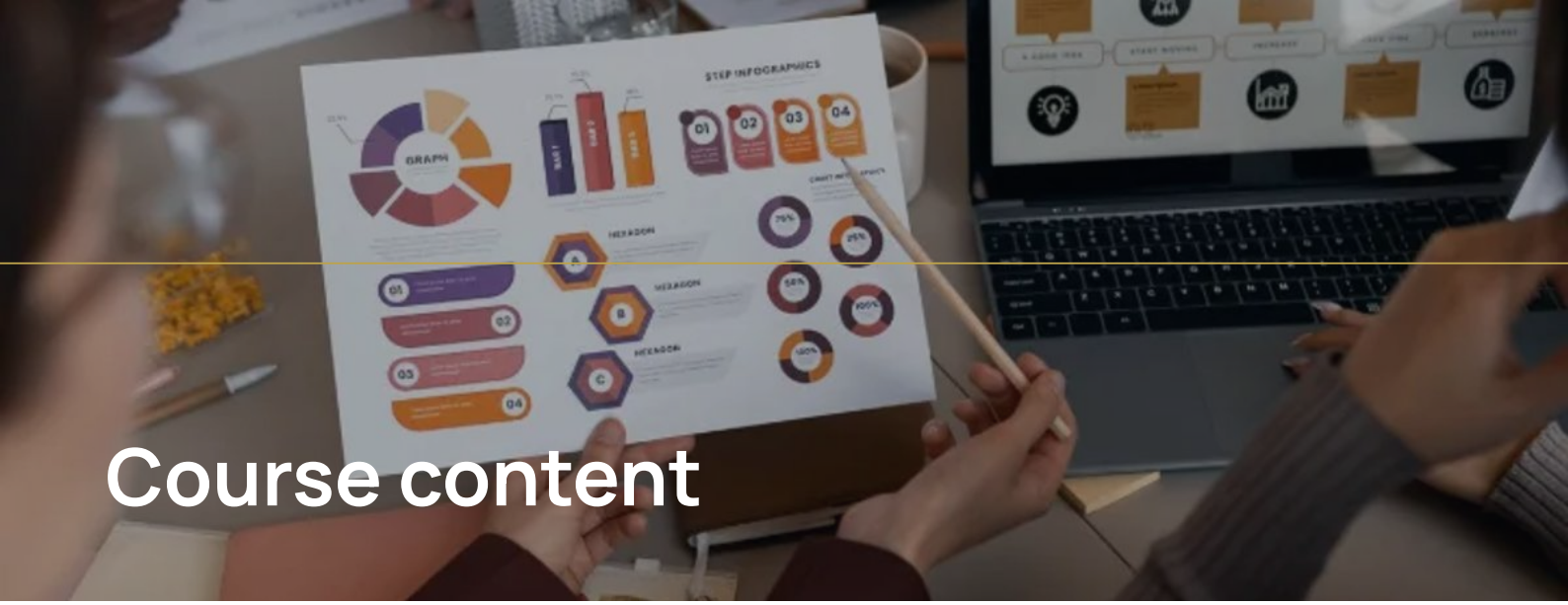
Venue	Start date	End date	Fee (EUR)
Singapore Confirmed dates	9 Nov 2026	13 Nov 2026	**€2,820.-**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.-**
Rome Confirmed dates	16 Nov 2026	20 Nov 2026	**€2,450.-**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.-**
London Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,450.-**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.-**
Dubai Confirmed dates	7 Dec 2026	11 Dec 2026	**€3,150.-**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.-**



Course content

Dates, venues and fees (continued)

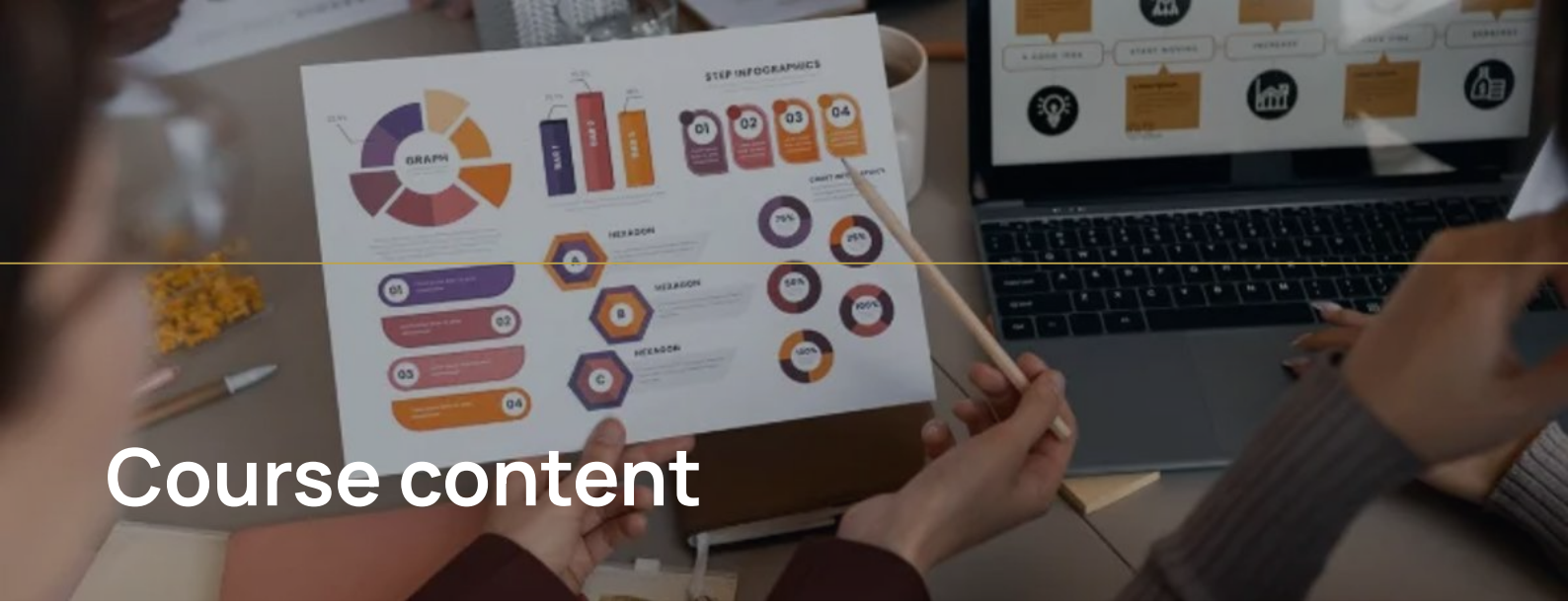
Venue	Start date	End date	Fee (EUR)
Frankfurt Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,650.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.–**
Kuala Lumpur Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,450.–**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.–**
Paris Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,860.–**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.–**
Istanbul Confirmed dates	8 Feb 2027	12 Feb 2027	**€2,650.–**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.–**
Cape Town Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,890.–**



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Dates, venues and fees (continued)

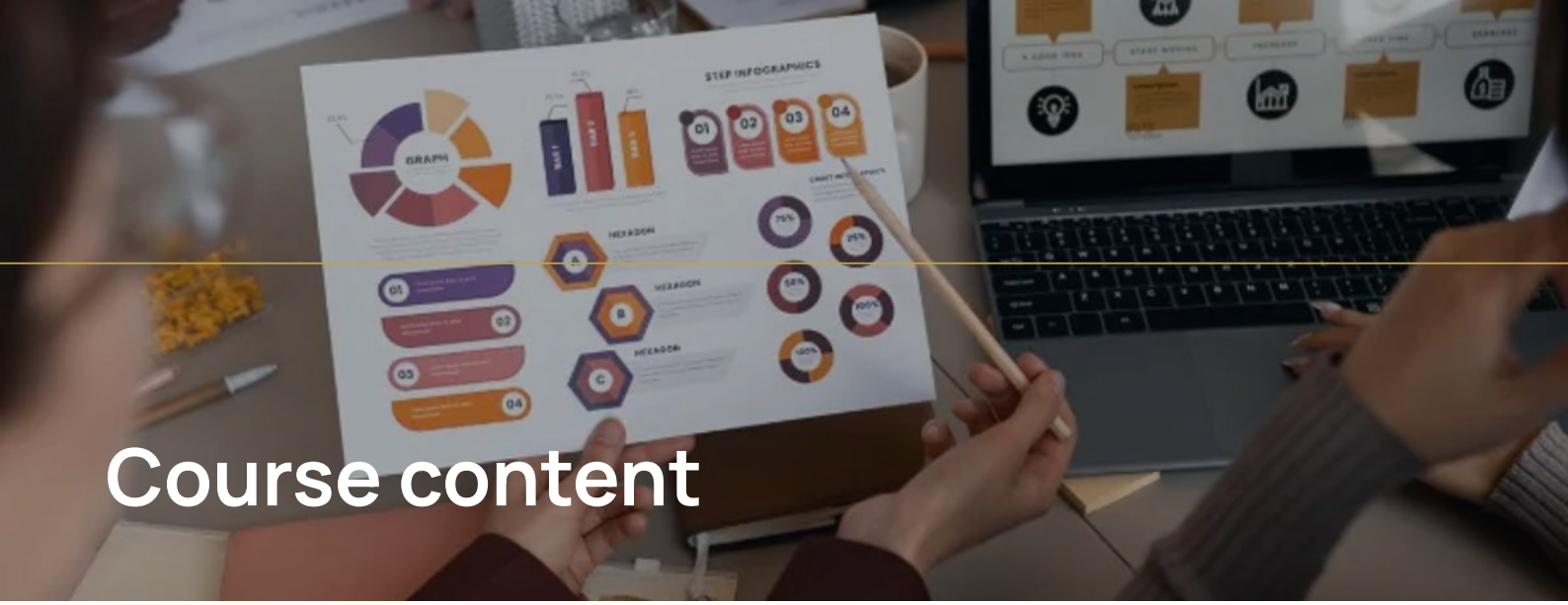
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.-**
Amsterdam Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,540.-**
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.-**
Singapore Confirmed dates	8 Mar 2027	12 Mar 2027	**€2,820.-**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.-**
London Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,450.-**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.-**
Dubai Confirmed dates	12 Apr 2027	16 Apr 2027	**€3,150.-**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.-**



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Dates, venues and fees (continued)

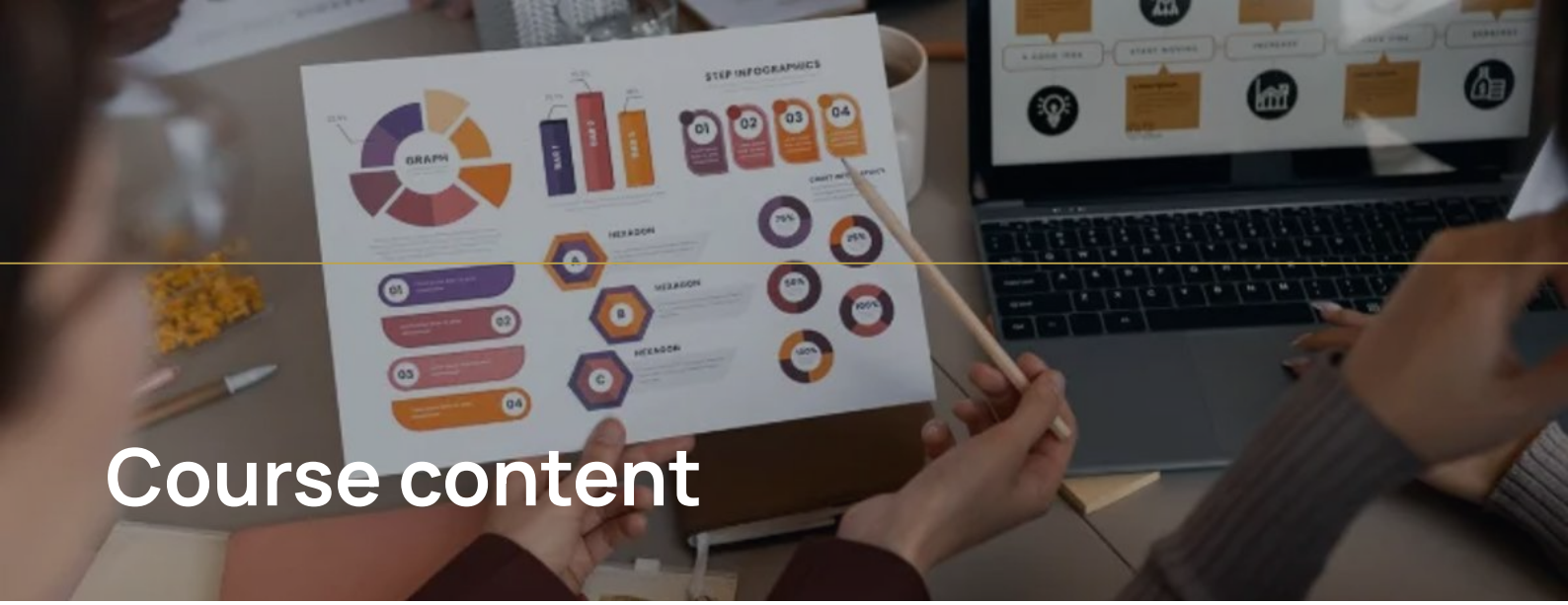
Venue	Start date	End date	Fee (EUR)
Cape Town Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,890.–**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.–**
Frankfurt Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,650.–**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	10 May 2027	14 May 2027	**€1,450.–**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.–**
Paris Confirmed dates	24 May 2027	28 May 2027	**€2,860.–**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.–**
Barcelona Confirmed dates	7 Jun 2027	11 Jun 2027	**€2,840.–**



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Dates, venues and fees (continued)

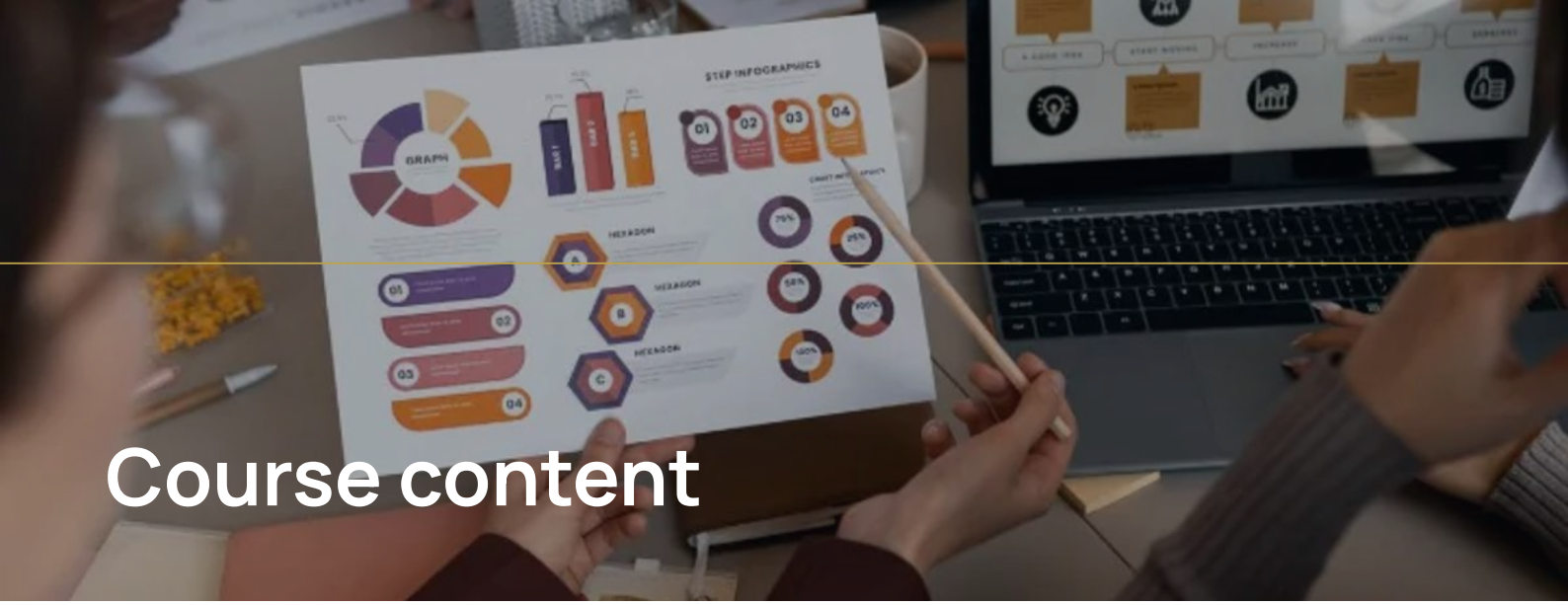
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.-**
Istanbul Confirmed dates	14 Jun 2027	18 Jun 2027	**€2,650.-**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.-**
Amsterdam Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,540.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Singapore Confirmed dates	12 Jul 2027	16 Jul 2027	**€2,820.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**
London Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,450.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**



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Dates, venues and fees (continued)

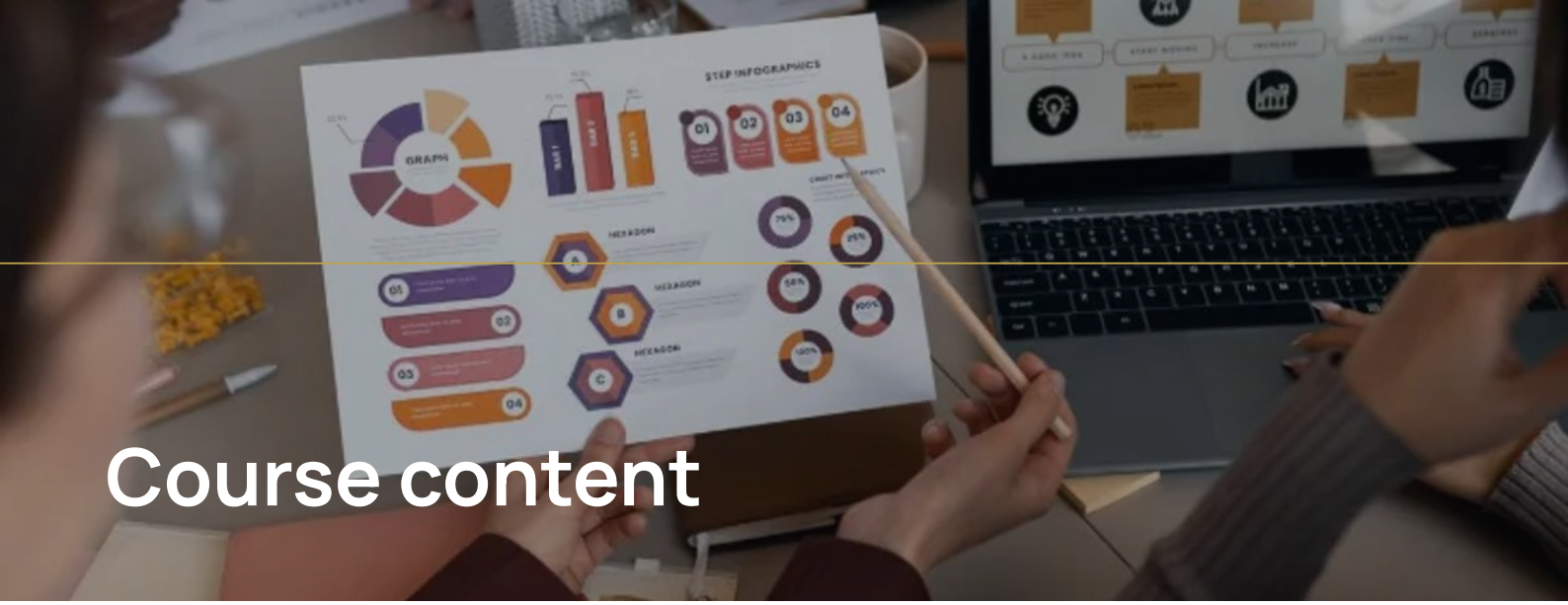
Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	9 Aug 2027	13 Aug 2027	**€3,150.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Rome Confirmed dates	16 Aug 2027	20 Aug 2027	**€2,450.-**
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Frankfurt Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,650.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,450.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
Paris Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,860.-**



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Dates, venues and fees (continued)

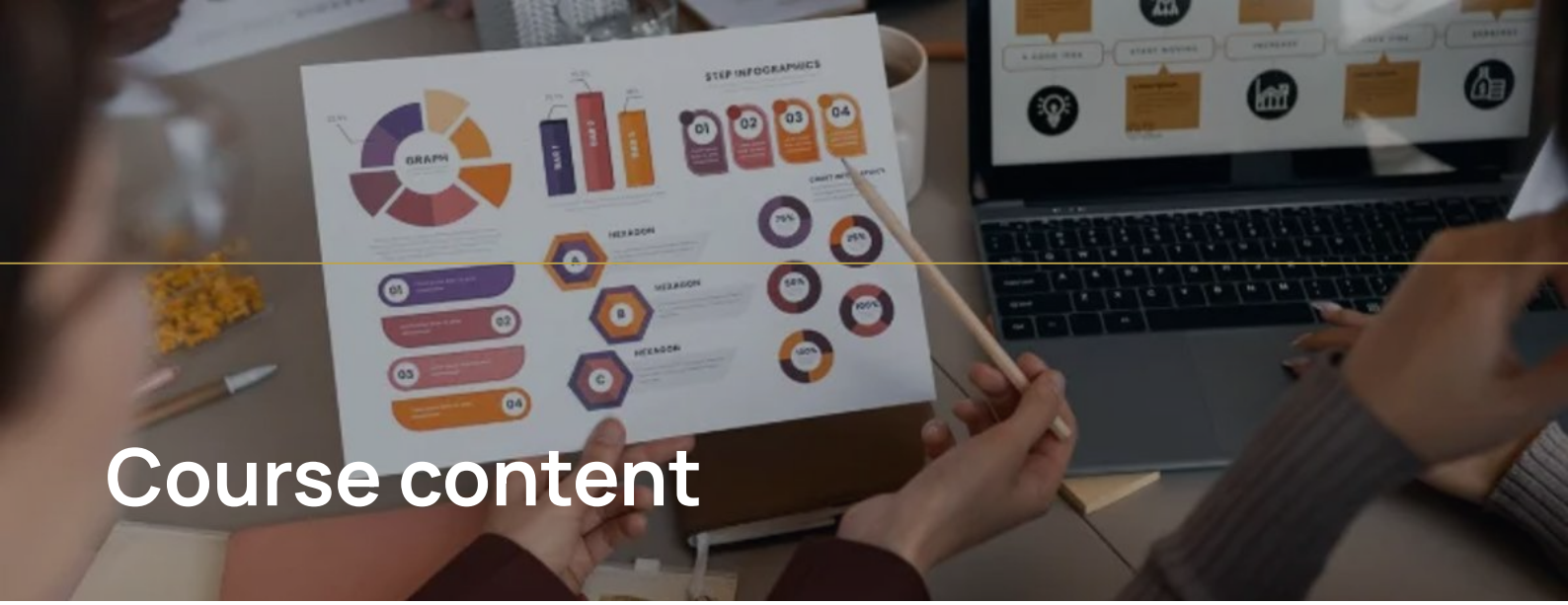
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Istanbul Confirmed dates	11 Oct 2027	15 Oct 2027	**€2,650.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
Vienna Confirmed dates	18 Oct 2027	22 Oct 2027	**€2,940.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**
Amsterdam Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,540.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.-**
Singapore Confirmed dates	8 Nov 2027	12 Nov 2027	**€2,820.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
London Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,450.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**
Dubai Confirmed dates	6 Dec 2027	10 Dec 2027	**€3,150.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**
Frankfurt Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,650.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**



Course content

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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