

MARKETING & COMMUNICATION | COURSE BROCHURE

# Customer Journey Mapping for Marketers

5 days | Classroom training | English

**SMART HORIZON**

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Amsterdam
The Netherlands

Explore current programmes

https://smart-horizon.eu



# Course content

## Why attend

Customers interact with brands across many touchpoints before and after purchase. This course teaches marketers to map customer journeys: researching customers, building personas, identifying touchpoints and emotions, finding pain points and opportunities, aligning channels and measuring journey performance.

Marketing that fits the customer journey converts better. You will learn to design campaigns and experiences around how customers really behave.

## 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

Persona and journey mapping workshops, customer interview practice and case studies.

## Course objectives

By the end of this course, participants will be able to:
• Research customer needs and behaviours
• Create evidence-based personas
• Map journeys across channels
• Identify pain points and moments of truth
• Design journey-based marketing actions
• Measure journey performance

## Target audience

This course is suitable for:
• Marketing managers
• Customer experience professionals
• Digital marketers
• Product managers
• Sales managers



# Course content

## Target competencies

Participants will develop competencies in:

- Customer research
- Persona development
- Journey mapping
- Channel alignment
- Measurement

## Course outline

### Day 1: Customer Journeys

| | |
|---|---|
| **09:00–10:08** | Why journeys matter |
| **10:08–11:00** | Journey types |
| **11:00–11:30** | **Coffee break** |
| **11:30–11:45** | Journey types (continued) |
| **11:45–12:53** | Examples |
| **12:53–14:00** | Exercise |

### Day 2: Customer Research

| | |
|---|---|
| **09:00–10:08** | Interviews and surveys |
| **10:08–11:00** | Data sources |
| **11:00–11:30** | **Coffee break** |
| **11:30–11:45** | Data sources (continued) |
| **11:45–12:53** | Personas |
| **12:53–14:00** | Practice |

### Day 3: Mapping

| | |
|---|---|
| **09:00–10:08** | Stages and touchpoints |
| **10:08–11:00** | Emotions |
| **11:00–11:30** | **Coffee break** |



# Course content

| | |
|---|---|
| **11:30–11:45** | Emotions (continued) |
| **11:45–12:53** | Pain points |
| **12:53–14:00** | Workshop |

## Day 4: Designing Actions

| | |
|---|---|
| **09:00–10:08** | Moments of truth |
| **10:08–11:00** | Channel alignment |
| **11:00–11:30** | **Coffee break** |
| **11:30–11:45** | Channel alignment (continued) |
| **11:45–12:53** | Content per stage |
| **12:53–14:00** | Exercise |

## Day 5: Measurement

| | |
|---|---|
| **09:00–10:08** | Journey KPIs |
| **10:08–11:00** | Testing |
| **11:00–11:30** | **Coffee break** |
| **11:30–11:45** | Testing (continued) |
| **11:45–12:53** | Iteration |
| **12:53–14:00** | Action plan |

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.



# Course content

## Dates, venues and fees

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

| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Amsterdam<br>Confirmed dates | 9 Nov 2026 | 13 Nov 2026 | **€2,540.–** |
| Online<br>Confirmed dates | 9 Nov 2026 | 13 Nov 2026 | **€1,250.–** |
| Cape Town<br>Confirmed dates | 30 Nov 2026 | 4 Dec 2026 | **€1,890.–** |
| Online<br>Confirmed dates | 30 Nov 2026 | 4 Dec 2026 | **€1,250.–** |
| Rome<br>Confirmed dates | 4 Jan 2027 | 8 Jan 2027 | **€2,450.–** |
| Online<br>Confirmed dates | 4 Jan 2027 | 8 Jan 2027 | **€1,250.–** |
| Vienna<br>Confirmed dates | 25 Jan 2027 | 29 Jan 2027 | **€2,940.–** |
| Online<br>Confirmed dates | 25 Jan 2027 | 29 Jan 2027 | **€1,250.–** |
| Dubai<br>Confirmed dates | 15 Feb 2027 | 19 Feb 2027 | **€3,150.–** |



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Online<br>Confirmed dates | 15 Feb 2027 | 19 Feb 2027 | **€1,250.–** |
| Istanbul<br>Confirmed dates | 1 Mar 2027 | 5 Mar 2027 | **€2,650.–** |
| Online<br>Confirmed dates | 1 Mar 2027 | 5 Mar 2027 | **€1,250.–** |
| Barcelona<br>Confirmed dates | 22 Mar 2027 | 26 Mar 2027 | **€2,840.–** |
| Online<br>Confirmed dates | 22 Mar 2027 | 26 Mar 2027 | **€1,250.–** |
| Vienna<br>Confirmed dates | 12 Apr 2027 | 16 Apr 2027 | **€2,940.–** |
| Online<br>Confirmed dates | 12 Apr 2027 | 16 Apr 2027 | **€1,250.–** |
| Paris<br>Confirmed dates | 3 May 2027 | 7 May 2027 | **€2,860.–** |
| Online<br>Confirmed dates | 3 May 2027 | 7 May 2027 | **€1,250.–** |



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Cape Town<br>Confirmed dates | 24 May 2027 | 28 May 2027 | **€1,890.–** |
| Online<br>Confirmed dates | 24 May 2027 | 28 May 2027 | **€1,250.–** |
| Frankfurt<br>Confirmed dates | 7 Jun 2027 | 11 Jun 2027 | **€2,650.–** |
| Online<br>Confirmed dates | 7 Jun 2027 | 11 Jun 2027 | **€1,250.–** |
| Rome<br>Confirmed dates | 28 Jun 2027 | 2 Jul 2027 | **€2,450.–** |
| Online<br>Confirmed dates | 28 Jun 2027 | 2 Jul 2027 | **€1,250.–** |
| London<br>Confirmed dates | 19 Jul 2027 | 23 Jul 2027 | **€2,450.–** |
| Online<br>Confirmed dates | 19 Jul 2027 | 23 Jul 2027 | **€1,250.–** |
| Rome<br>Confirmed dates | 9 Aug 2027 | 13 Aug 2027 | **€2,450.–** |



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Online<br>Confirmed dates | 9 Aug 2027 | 13 Aug 2027 | **€1,250.-** |
| Dubai<br>Confirmed dates | 30 Aug 2027 | 3 Sept 2027 | **€3,150.-** |
| Online<br>Confirmed dates | 30 Aug 2027 | 3 Sept 2027 | **€1,250.-** |
| London<br>Confirmed dates | 13 Sept 2027 | 17 Sept 2027 | **€2,450.-** |
| Online<br>Confirmed dates | 13 Sept 2027 | 17 Sept 2027 | **€1,250.-** |
| Cape Town<br>Confirmed dates | 4 Oct 2027 | 8 Oct 2027 | **€1,890.-** |
| Online<br>Confirmed dates | 4 Oct 2027 | 8 Oct 2027 | **€1,250.-** |
| Dubai<br>Confirmed dates | 25 Oct 2027 | 29 Oct 2027 | **€3,150.-** |
| Online<br>Confirmed dates | 25 Oct 2027 | 29 Oct 2027 | **€1,250.-** |



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Kuala Lumpur<br>Confirmed dates | 15 Nov 2027 | 19 Nov 2027 | **€1,450.-** |
| Online<br>Confirmed dates | 15 Nov 2027 | 19 Nov 2027 | **€1,250.-** |
| Barcelona<br>Confirmed dates | 6 Dec 2027 | 10 Dec 2027 | **€2,840.-** |
| Online<br>Confirmed dates | 6 Dec 2027 | 10 Dec 2027 | **€1,250.-** |

## 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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