

MARKETING & COMMUNICATION | COURSE BROCHURE

Marketing Leadership and Team Management

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Marketing leaders manage diverse specialists, agencies and budgets while proving value to the business. This course develops marketing leadership: building marketing team structures and skills, managing agencies, budgeting, working with sales and executives, marketing operations and leading marketing transformation.

Great marketers do not automatically become great marketing leaders. You will learn the management side of leading marketing.

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

Team design workshops, agency management case studies, budget exercises and leadership discussions.

Course objectives

By the end of this course, participants will be able to:
• Design marketing team structures and roles
• Develop marketing capabilities and skills
• Select and manage agencies
• Plan and defend marketing budgets
• Align marketing with sales and leadership
• Lead marketing transformation

Target audience

This course is suitable for:
• Marketing managers and directors
• Heads of communication
• Brand and digital leaders
• Marketing team leaders
• Business owners



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Target competencies

Participants will develop competencies in:

- Team design
- Capability development
- Agency management
- Budget leadership
- Stakeholder alignment

Course outline

Day 1: Marketing Leadership

09:00–10:08	Role of marketing leaders
10:08–11:00	Marketing in the organisation
11:00–11:30	**Coffee break**
11:30–11:45	Marketing in the organisation (continued)
11:45–12:53	Self-assessment
12:53–14:00	Exercise

Day 2: Team and Skills

09:00–10:08	Team structures
10:08–11:00	Skills frameworks
11:00–11:30	**Coffee break**
11:30–11:45	Skills frameworks (continued)
11:45–12:53	Hiring and development
12:53–14:00	Workshop

Day 3: Agencies

09:00–10:08	Agency models
10:08–11:00	Briefing and evaluation
11:00–11:30	**Coffee break**



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11:30–11:45	Briefing and evaluation (continued)
11:45–12:53	Relationships
12:53–14:00	Case study

Day 4: Budgets and Alignment

09:00–10:08	Budget planning
10:08–11:00	Sales alignment
11:00–11:30	**Coffee break**
11:30–11:45	Sales alignment (continued)
11:45–12:53	Executive reporting
12:53–14:00	Exercise

Day 5: Transformation

09:00–10:08	Marketing operations
10:08–11:00	Technology
11:00–11:30	**Coffee break**
11:30–11:45	Technology (continued)
11:45–12:53	Change leadership
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)
Dubai Confirmed dates	16 Nov 2026	20 Nov 2026	**€3,150.–**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.–**
Rome Confirmed dates	30 Nov 2026	4 Dec 2026	**€2,450.–**
Online Confirmed dates	30 Nov 2026	4 Dec 2026	**€1,250.–**
Amsterdam Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,540.–**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.–**
Barcelona Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,840.–**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.–**
Istanbul Confirmed dates	15 Feb 2027	19 Feb 2027	**€2,650.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.–**
London Confirmed dates	8 Mar 2027	12 Mar 2027	**€2,450.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.–**
Rome Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,450.–**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.–**
Cape Town Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,890.–**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.–**
Dubai Confirmed dates	3 May 2027	7 May 2027	**€3,150.–**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Kuala Lumpur Confirmed dates	24 May 2027	28 May 2027	**€1,450.-**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.-**
Dubai Confirmed dates	14 Jun 2027	18 Jun 2027	**€3,150.-**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.-**
Paris Confirmed dates	28 Jun 2027	2 Jul 2027	**€2,860.-**
Online Confirmed dates	28 Jun 2027	2 Jul 2027	**€1,250.-**
Barcelona Confirmed dates	19 Jul 2027	23 Jul 2027	**€2,840.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.-**
Cape Town Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,890.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Frankfurt Confirmed dates	30 Aug 2027	3 Sept 2027	**€2,650.-**
Online Confirmed dates	30 Aug 2027	3 Sept 2027	**€1,250.-**
Rome Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,450.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Vienna Confirmed dates	4 Oct 2027	8 Oct 2027	**€2,940.-**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.-**
London Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,450.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Cape Town Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,890.-**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.-**
Vienna Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,940.-**
Online 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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View the latest course details online