

MARKETING & COMMUNICATION | COURSE BROCHURE

Marketing Planning and Budgeting

5 days | Classroom training | English

SMART HORIZON

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Amsterdam
The Netherlands

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Course content

Why attend

A good marketing plan links business goals to target segments, positioning, activities, budget and measures. This course covers annual marketing planning: situation analysis, objectives, segmentation and targeting, marketing mix decisions, campaign planning, budget allocation and performance tracking.

Without a plan, marketing becomes a list of disconnected activities. You will learn to create a plan that wins management support.

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

Planning templates, case studies, budget allocation exercises and plan presentations.

Course objectives

By the end of this course, participants will be able to:
- Conduct a marketing situation analysis
- Set measurable marketing objectives
- Segment, target and position effectively
- Plan the marketing mix and campaigns
- Allocate and justify marketing budgets
- Track performance against the plan

Target audience

This course is suitable for:
- Marketing managers and executives
- Product and brand managers
- Business owners
- Sales managers
- Communication managers



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Target competencies

Participants will develop competencies in:

- Situation analysis
- Objective setting
- Segmentation
- Budget allocation
- Performance tracking

Course outline

Day 1: Planning Foundations

09:00–10:08	Purpose of marketing plans
10:08–11:00	Plan structure
11:00–11:30	**Coffee break**
11:30–11:45	Plan structure (continued)
11:45–12:53	Situation analysis
12:53–14:00	Exercise

Day 2: Objectives and Targeting

09:00–10:08	SMART objectives
10:08–11:00	Segmentation
11:00–11:30	**Coffee break**
11:30–11:45	Segmentation (continued)
11:45–12:53	Targeting and positioning
12:53–14:00	Workshop

Day 3: Marketing Mix

09:00–10:08	Product, price, place and promotion
10:08–11:00	Campaign planning
11:00–11:30	**Coffee break**



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11:30–11:45	Campaign planning (continued)
11:45–12:53	Channels
12:53–14:00	Exercise

Day 4: Budgeting

09:00–10:08	Budget methods
10:08–11:00	Allocation
11:00–11:30	**Coffee break**
11:30–11:45	Allocation (continued)
11:45–12:53	Justifying spend
12:53–14:00	Case study

Day 5: Tracking

09:00–10:08	Marketing KPIs
10:08–11:00	Reporting
11:00–11:30	**Coffee break**
11:30–11:45	Reporting (continued)
11:45–12:53	Plan presentations
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	9 Nov 2026	13 Nov 2026	**€3,150.-**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.-**
Barcelona Confirmed dates	30 Nov 2026	4 Dec 2026	**€2,840.-**
Online Confirmed dates	30 Nov 2026	4 Dec 2026	**€1,250.-**
Istanbul Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,650.-**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.-**
Rome Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,450.-**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.-**
Dubai 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 Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.–**
Cape Town Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,890.–**
Online Confirmed dates	1 Mar 2027	5 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.–**
Paris Confirmed dates	12 Apr 2027	16 Apr 2027	**€2,860.–**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.–**
London Confirmed dates	3 May 2027	7 May 2027	**€2,450.–**
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)
Vienna Confirmed dates	24 May 2027	28 May 2027	**€2,940.-**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,450.-**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.-**
Vienna Confirmed dates	28 Jun 2027	2 Jul 2027	**€2,940.-**
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.-**
Rome 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 Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Cape Town Confirmed dates	30 Aug 2027	3 Sept 2027	**€1,890.-**
Online Confirmed dates	30 Aug 2027	3 Sept 2027	**€1,250.-**
Frankfurt Confirmed dates	13 Sept 2027	17 Sept 2027	**€2,650.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
Rome Confirmed dates	4 Oct 2027	8 Oct 2027	**€2,450.-**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.-**
Dubai Confirmed dates	25 Oct 2027	29 Oct 2027	**€3,150.-**
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.-**
Amsterdam Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,540.-**
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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