

MARKETING & COMMUNICATION | COURSE BROCHURE

Strategic Marketing for Senior Managers

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Senior managers must shape marketing strategy that drives growth and competitive advantage. This course covers strategic marketing: market analysis, growth strategies, segmentation and value propositions, competitive strategy, marketing investment decisions, innovation and aligning the organisation around the customer.

Marketing strategy determines where and how the organisation competes. You will learn to lead marketing at a strategic level.

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

Strategy case studies, growth option workshops, competitive simulations and executive discussions.

Course objectives

By the end of this course, participants will be able to:
• Analyse markets and growth opportunities
• Choose growth strategies
• Define segments and value propositions
• Develop competitive strategies
• Make marketing investment decisions
• Build customer-centric organisations

Target audience

This course is suitable for:
• Senior managers and directors
• Marketing directors
• General managers
• Business unit heads
• Strategy professionals



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Target competencies

Participants will develop competencies in:

- Strategic analysis
- Growth strategy
- Value proposition design
- Competitive strategy
- Investment decisions

Course outline

Day 1: Strategic Marketing

09:00–10:08	Marketing and strategy
10:08–11:00	Market analysis
11:00–11:30	**Coffee break**
11:30–11:45	Market analysis (continued)
11:45–12:53	Case study
12:53–14:00	Exercise

Day 2: Growth

09:00–10:08	Growth matrices
10:08–11:00	New markets and products
11:00–11:30	**Coffee break**
11:30–11:45	New markets and products (continued)
11:45–12:53	Prioritisation
12:53–14:00	Workshop

Day 3: Value Propositions

09:00–10:08	Segmentation
10:08–11:00	Value propositions
11:00–11:30	**Coffee break**



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11:30–11:45	Value propositions (continued)
11:45–12:53	Positioning
12:53–14:00	Exercise

Day 4: Competition

09:00–10:08	Competitive strategies
10:08–11:00	Simulation
11:00–11:30	**Coffee break**
11:30–11:45	Simulation (continued)
11:45–12:53	Response planning
12:53–14:00	Case study

Day 5: Investment and Organisation

09:00–10:08	Marketing investment
10:08–11:00	Customer-centric culture
11:00–11:30	**Coffee break**
11:30–11:45	Customer-centric culture (continued)
11:45–12:53	Strategy plan
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)
Barcelona Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,840.-**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.-**
London Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,450.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**
Barcelona Confirmed dates	18 Jan 2027	22 Jan 2027	**€2,840.-**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.-**
Paris Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,860.-**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.-**
Cape Town Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,890.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,450.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.–**
Dubai Confirmed dates	5 Apr 2027	9 Apr 2027	**€3,150.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.–**
Rome Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,450.–**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.–**
Dubai Confirmed dates	10 May 2027	14 May 2027	**€3,150.–**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Cape Town Confirmed dates	31 May 2027	4 Jun 2027	**€1,890.-**
Online Confirmed dates	31 May 2027	4 Jun 2027	**€1,250.-**
Frankfurt Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,650.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
London Confirmed dates	12 Jul 2027	16 Jul 2027	**€2,450.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**
Vienna Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,940.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Amsterdam Confirmed dates	16 Aug 2027	20 Aug 2027	**€2,540.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Rome Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,450.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Dubai Confirmed dates	27 Sept 2027	1 Oct 2027	**€3,150.-**
Online Confirmed dates	27 Sept 2027	1 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.-**
Rome Confirmed dates	8 Nov 2027	12 Nov 2027	**€2,450.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Istanbul Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,650.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**
Cape Town Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,890.-**
Online Confirmed dates	13 Dec 2027	17 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