



# STRATEGIC MARKETING MANAGEMENT

## 5-Day Corporate Training Programme

### OVERVIEW

Strategic marketing is the process of strategy development by regularly considering the marketing environment and customer satisfaction. It gives organizations an edge over its competitors. Marketing strategy involves identifying the marketing objectives and developing and implementing marketing programs. The strategic marketing process involves the marketing analysis, analysis of the marketing situation, formulating a marketing strategy, market program development, and implementing and managing marketing strategy.



# WHAT YOU WILL ACHIEVE

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Upon the completion of this program you will be able to:

- Apply the marketing strategy to operational plans and ensure high-performance implementation
- Set appropriate strategic marketing objectives
- Conduct market and company analyses
- Increase marketing management efficiency and drive
- Craft effective marketing strategy and plans
- Choose and develop the appropriate marketing organization
- Review issues and emerging tool

# WHAT YOU WILL LEARN

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## Day 1: Fundamentals of Strategic Marketing

- Introduction to strategic marketing vs. tactical marketing
- Understanding market environments and competitive positioning
- Segmentation, targeting, and positioning (STP) strategies
- Analyzing customer behavior and value creation

## Day 2: Market Research & Data-Driven Strategy

- Designing and interpreting market research
- Customer insight and trend analysis
- Leveraging data for strategic decision-making
- Competitor benchmarking and SWOT analysis

## Day 3: Developing the Strategic Marketing Plan

- Components of an effective marketing strategy
- Setting marketing goals and KPIs
- Budgeting, resource allocation, and risk management
- Integrated marketing communications (IMC) planning

## Day 4: Digital Marketing Strategy & Branding

- Role of digital transformation in strategic marketing
- Social media, SEO, content, and performance marketing
- Building strong, sustainable brand equity
- Managing brand reputation in a digital world

## Day 5: Execution, Evaluation, and Innovation

- Implementing and managing marketing campaigns
- Performance measurement and ROI analysis
- Adapting strategies in dynamic market conditions

# METHODOLOGY

Well-balanced theoretical and practical methodology, which includes interactive discussions, case studies, interactive activities/exercises and assignments to understand the concepts and their applicability

# EVALUATION CRITERIA

Participants must have attended the sessions **at least 80%** of the sessions in order to receive a CERTIFICATE from Asia Pacific Regional Hub - Corporate Training Division of EIU-Paris

# SPECIAL FEATURES YOU WON'T FIND ANYWHERE ELSE ...

Discussions are based on extensive practical experience, not just theory. Engaging interactions characterize the training sessions from start to finish, keeping everyone involved in the learning process, and applying what is learned to real-life work situations and circumstances. Collaborative work is assigned for enhance learning and mastery of knowledge and/or skills.



# FEE & PAYMENT

## USD 2,150 / per person

### Fee Includes:

- 5-Day Training (Total 25 hours)
  - Time: 9.00 AM - 3.00 PM (1-Hour Lunch Break)
- Globally Recognized Professional Certificate
- Digital Training Resources
- Essential Stationery
- Tea/Coffee Breaks
- Working Lunches
- Cultural Evening Experience: Bangkok Dinner Cruise on the Chao Phraya River

**\*Note:** all other expenses are to be borne by participants.