

EVENT BROCHURE

Strategic Marketing Management

Upcoming Training Event

Madrid, Spain · 14 September 2026

Skillslab Training Provider

Skills for Tomorrow's World 



Course Description

Introduction

Strategic Marketing Management is a high-impact executive training program designed to help organizations build market-driven strategies, strengthen competitive positioning, and convert customer insights into measurable institutional growth. In a rapidly changing environment shaped by digital transformation, evolving customer expectations, data analytics, brand reputation, and intensified competition, organizations need marketing leaders who can think strategically, act decisively, and align marketing decisions with long-term organizational objectives.

This course provides a premium learning experience for government entities, ministries, public sector organizations, large corporations, and executive professionals seeking to enhance their strategic marketing capabilities. It equips participants with practical tools to analyze markets, define target segments, design value propositions, manage brand positioning, optimize marketing performance, and lead customer-focused growth initiatives.

The executive-level value proposition of this program is clear: participants will learn how to transform marketing from a communication function into a strategic engine for growth, reputation, public value, stakeholder engagement, and sustainable competitive advantage. Through real-world applications, strategic case discussions, and implementation-focused exercises, the course enables leaders to design marketing strategies that are practical, measurable, and aligned with organizational priorities.

Course Objectives

By the end of this Strategic Marketing Management course, participants will be able to:

- Understand the role of strategic marketing in organizational growth, institutional positioning, and long-term value creation.
- Analyze market trends, customer behavior, stakeholder expectations, and competitive dynamics.
- Develop effective marketing strategies aligned with corporate, governmental, or institutional objectives.

- Identify high-value market segments and design targeted marketing approaches.
- Build strong value propositions that support differentiation and customer engagement.
- Strengthen brand positioning, reputation management, and strategic communication impact.
- Apply data-driven marketing techniques to improve decision-making and performance measurement.
- Design integrated marketing plans that connect strategy, execution, budgeting, and evaluation.
- Manage marketing challenges in complex public sector, corporate, and competitive environments.
- Translate marketing insights into practical initiatives that improve visibility, engagement, trust, and organizational performance.

Course Content: 5-Day Training Outline

Day 1: Strategic Marketing Foundations and Market Orientation

- The strategic role of marketing in modern organizations.
- Marketing management as a driver of growth, reputation, and institutional value.
- Differences between operational marketing and strategic marketing.
- Understanding market orientation and customer-centric decision-making.
- Key components of a strategic marketing management system.
- Connecting marketing strategy with corporate strategy and organizational goals.
- The role of marketing in government entities, ministries, public sector organizations, and large corporations.
- Assessing internal marketing capabilities and external market realities.
- Practical exercise: evaluating the current strategic marketing position of an organization.

Day 2: Market Analysis, Customer Insights, and Competitive Intelligence

- Understanding market research and strategic environmental analysis.
- Analyzing customer needs, expectations, behavior, and decision journeys.
- Stakeholder analysis for public sector and corporate environments.
- Using data analytics to support marketing strategy and decision-making.
- Identifying market opportunities, threats, trends, and growth potential.

- Competitive analysis and benchmarking for stronger positioning.
- Understanding audience segmentation and priority target groups.
- Developing customer personas and stakeholder profiles.
- Practical exercise: building a market insight map and identifying strategic opportunities.

Day 3: Segmentation, Positioning, Value Proposition, and Brand Strategy

- Strategic segmentation for corporate and institutional marketing.
- Selecting priority audiences and defining market focus.
- Designing powerful value propositions for different customer and stakeholder groups.
- Creating clear differentiation in competitive and complex environments.
- Brand positioning strategies for organizations, institutions, and public entities.
- Reputation management and trust-building through strategic marketing.
- Aligning brand identity, communication messages, and organizational promise.
- Managing brand consistency across channels and departments.
- Practical exercise: developing a value proposition and positioning statement.

Day 4: Strategic Marketing Planning, Digital Channels, and Integrated Campaigns

- Building an integrated strategic marketing plan.
- Translating marketing strategy into programs, campaigns, and initiatives.
- Digital marketing strategy for professional, governmental, and corporate audiences.
- Content strategy, thought leadership, and institutional visibility.
- Customer experience and engagement across physical and digital touchpoints.
- Channel selection, communication planning, and campaign integration.
- Budgeting, resource allocation, and marketing investment prioritization.
- Managing internal alignment between marketing, communication, sales, service, and leadership teams.
- Practical exercise: designing an integrated marketing action plan.

Day 5: Marketing Performance, Implementation, and Strategic Impact

- Measuring marketing effectiveness and strategic impact.
- Key marketing performance indicators for executives and decision-makers.
- Evaluating return on marketing investment and campaign outcomes.
- Building dashboards for marketing performance and leadership reporting.
- Managing risks, challenges, and change in strategic marketing implementation.
- Improving decision-making through feedback, analytics, and continuous optimization.
- Creating a practical roadmap for marketing transformation.
- Presenting strategic marketing recommendations to senior leadership.
- Final practical exercise: developing a strategic marketing management roadmap.

Target Audience

This course is designed for professionals and decision-makers who are responsible for marketing strategy, communication, growth, reputation, customer engagement, institutional development, or organizational performance, including:

- Marketing managers and marketing directors.
- Communication and public relations managers.
- Strategy and business development professionals.
- Government communication and public service leaders.
- Senior executives and department heads.
- Brand managers and corporate affairs professionals.
- Customer experience and service excellence managers.
- Sales and commercial leaders.
- Public sector professionals responsible for stakeholder engagement.
- Entrepreneurs, consultants, and professionals seeking advanced strategic marketing capabilities.

Course Requirements

Participants do not need advanced technical marketing expertise to attend this program. However, it is recommended that they have:

- Basic understanding of business, communication, or organizational management.
- Professional experience in marketing, strategy, communication, sales, public relations, or customer engagement.
- Interest in applying strategic marketing tools to real organizational challenges.
- Readiness to participate in discussions, case studies, and practical planning exercises.
- Ability to connect course concepts with their organization's objectives, audiences, and market environment.

Training Methodology

The training methodology combines executive education, applied learning, and practical implementation. The course is designed to move participants from understanding strategic marketing concepts to applying them in real business and institutional contexts.

The methodology includes:

- Interactive expert-led sessions focused on strategic marketing concepts and executive decision-making.
- Real-world case studies from corporate, public sector, and institutional environments.
- Group discussions to connect marketing strategy with organizational challenges.
- Practical exercises for market analysis, segmentation, positioning, and planning.
- Scenario-based learning to improve strategic thinking and decision-making.
- Marketing planning templates and tools that can be adapted for workplace implementation.
- Peer learning and guided reflection to strengthen professional judgment.
- Final action planning to support practical application after the course.

Learning Outcomes

Upon successful completion of this Strategic Marketing Management training program, participants will be able to:

- Develop a strategic marketing mindset aligned with leadership and organizational priorities.
- Conduct structured market analysis and identify opportunities for growth and differentiation.
- Understand customer and stakeholder expectations with greater depth and accuracy.
- Build stronger marketing strategies based on evidence, insight, and clear positioning.

- Create effective value propositions for priority audiences and institutional goals.
- Strengthen brand reputation, visibility, and stakeholder trust.
- Design integrated marketing plans that connect objectives, channels, content, resources, and performance indicators.
- Apply digital marketing and content strategy principles in a professional and strategic manner.
- Measure marketing performance and communicate results to senior decision-makers.
- Lead marketing initiatives that improve engagement, competitiveness, and organizational impact.

Instructor Profile

This course is delivered by an internationally certified expert with extensive practical and consulting experience. The instructor brings a strong background in strategic marketing, brand management, customer engagement, communication strategy, market analysis, and organizational consulting. The training approach combines executive-level insight with practical tools, enabling participants to understand advanced marketing concepts and apply them directly within corporate, governmental, and institutional environments.

Contact Us

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