EXECUTIVE PROGRAMME IN MARKETING STRATEGY, PLANNING & PERFORMANCE MANAGEMENT COURSE

Introduction

The Executive Programme in Marketing Strategy, Planning & Performance Management is an advanced executive programme designed to equip marketing professionals, business leaders and commercial executives with the strategic capabilities required to design, implement, measure and continuously improve marketing strategies that contribute directly to organizational growth and business performance. The programme moves beyond conventional marketing activities such as advertising, promotion and brand communication to examine marketing as a strategic management function. Participants explore how organizations can understand markets, identify profitable customer segments, formulate differentiated value propositions, develop integrated marketing strategies, allocate marketing resources and measure the commercial impact of marketing investments. A central focus of the programme is the connection between marketing strategy and organizational strategy. Participants learn how to translate corporate objectives into marketing priorities, establish measurable marketing goals, develop annual and campaign-level marketing plans, coordinate marketing channels and ensure that marketing activities support customer acquisition, retention, revenue growth and long-term organizational value. The programme also examines contemporary marketing environments characterized by digital transformation, changing customer expectations, data-driven decision-making, intense competition and rapidly evolving communication channels. Participants therefore develop capabilities in customer analytics, omnichannel marketing, digital marketing, content strategy, customer experience, brand management and marketing technology. A strong emphasis is placed on marketing performance management.

Course Objectives

P.O Box 7254- 01000
www.trustgatecorporateskills.co.ke
Location Thika & Nairobi

- Develop comprehensive marketing strategies aligned with corporate and business objectives.
- Conduct market, competitor and customer analysis to support strategic marketing decisions.
- Segment markets and identify priority customer groups and growth opportunities.
- Develop differentiated positioning and compelling value propositions.
- Translate marketing strategies into practical annual and campaign marketing plans.
- Develop effective marketing budgets and allocate resources strategically.
- Integrate traditional, digital and emerging marketing channels into coordinated campaigns.
- Establish appropriate marketing KPIs and performance measurement frameworks.
- Analyse marketing data and use insights to improve decision-making.
- Measure campaign effectiveness, customer acquisition, retention and marketing ROI.
- Align marketing, sales, customer experience and other commercial functions.
- Develop marketing improvement and transformation initiatives based on performance evidence.

Course Modules

> Module 1: Strategic Marketing Management

- The strategic role of marketing in organizational performance
- Linking marketing strategy with corporate and business strategy
- Marketing objectives, strategic priorities and growth options
- Strategic marketing decision-making and implementation

> Module 2: Market Intelligence, Environmental & Competitor Analysis

- Marketing environment analysis
- Market research and competitive intelligence
- Competitor analysis and market positioning
- Identifying market opportunities and emerging threats

> Module 3: Customer Insights, Segmentation & Targeting

- Customer needs, behaviour and buying decisions
- Market segmentation frameworks and techniques
- Target-market selection and customer prioritization
- Customer personas and insight-driven marketing

> Module 4: Brand Strategy, Positioning & Value Proposition
- Brand strategy and brand architecture
- Competitive positioning and differentiation
- Developing compelling customer value propositions
- Brand equity, reputation and customer perceptions

> Module 5: Marketing Planning & Strategy Execution
- Developing strategic and annual marketing plans
- Marketing objectives, initiatives and action plans
- Marketing calendars, responsibilities and implementation
- Monitoring strategic execution and corrective action

> Module 6: Integrated Marketing Communications & Campaign Management
- Integrated marketing communication strategy
- Advertising, public relations and promotional strategies
- Content marketing and communication planning
- Campaign development, implementation and evaluation

> Module 7: Digital, social media & Omnichannel Marketing
- Digital marketing strategy and channel integration
- Social media marketing and digital engagement
- Search, content, email and mobile marketing
- Omnichannel customer engagement and experience

> Module 8: Marketing Budgeting, Resource Allocation & Investment Management
- Developing and managing marketing budgets
- Marketing resource allocation and prioritization
- Campaign cost management and investment decisions
- Marketing ROI and financial accountability

> Module 9: Marketing Analytics, KPIs & Performance Management
- Marketing performance indicators and measurement frameworks
- Customer acquisition, conversion and retention metrics
- Marketing dashboards, analytics and reporting
- Marketing attribution, ROI and performance optimization

> Module 10: Marketing Transformation, Innovation & Sustainable Growth

- Marketing transformation and emerging technologies
- Data-driven and AI-enabled marketing management
- Innovation, experimentation and continuous improvement
- Developing a long-term marketing growth and transformation roadmap

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