EXECUTIVE PROGRAMME IN STRATEGIC MARKETING MANAGEMENT COURSE

Introduction

The Executive Programme in Strategic Marketing Management is an advanced professional development programme designed to equip marketing leaders, commercial executives, business managers and entrepreneurs with the strategic knowledge and practical capabilities required to create, implement, manage and evaluate marketing strategies that deliver sustainable organisational growth. The programme recognises that modern marketing has moved far beyond advertising, selling and promotional activities. Organisations now operate in highly competitive and rapidly changing markets where customer expectations, digital technologies, data, global competition, social trends and economic conditions continuously influence demand and purchasing behaviour. Consequently, marketing leaders must be able to connect market intelligence with organisational strategy, customer value, brand development, innovation and financial performance. The programme provides an integrated examination of the strategic marketing process, beginning with market and environmental analysis and progressing through customer intelligence, segmentation, targeting, positioning, brand management, product and service strategy, pricing, marketing communications, digital marketing and marketing performance measurement. Participants will learn how to analyse customer needs, competitor behaviour, market trends and emerging opportunities and translate these insights into practical marketing strategies. Particular attention is given to developing compelling value propositions, identifying attractive market segments and establishing differentiated positioning that enables organisations to compete effectively. The programme also explores the strategic management of brands, products and services, including portfolio decisions, product innovation, brand equity, customer experience and lifecycle management. Participants will examine how pricing decisions influence profitability, market positioning, customer perceptions and competitive advantage

Course Objectives

- Explain the strategic role of marketing in achieving organisational objectives, competitive advantage and sustainable growth.
- Analyse the marketing environment using appropriate frameworks to identify market opportunities, threats, trends and competitive forces.
- Conduct customer and market analysis to generate actionable insights for strategic marketing decisions.
- Develop effective market segmentation, targeting and positioning strategies based on customer needs and market attractiveness.
- Develop differentiated value propositions that communicate meaningful customer benefits and strengthen competitive positioning.
- Formulate effective brand strategies that build brand equity, customer loyalty, reputation and long-term market value.
- Develop product and service marketing strategies covering innovation, portfolio management, differentiation and lifecycle decisions.
- Apply strategic pricing principles to support profitability, customer value, competitive positioning and revenue growth.
- Design integrated marketing communication strategies that effectively coordinate traditional and digital marketing channels.
- Use digital marketing technologies and platforms to improve customer engagement, market reach and business growth.
- Apply marketing analytics and performance indicators to evaluate marketing effectiveness and return on investment.
- Develop comprehensive strategic marketing plans aligned with organisational objectives, resources, customers and competitive conditions.

Course Modules

> Module 1: Foundations of Strategic Marketing Management

- Concept and evolution of strategic marketing management
- Strategic role of marketing in organisational performance
- Marketing orientation, customer orientation and market orientation
- Linking marketing strategy with corporate and business strategy

> Module 2: Marketing Environment, Market Intelligence and Competitive

Analysis
- Macro-environmental analysis using PESTEL
- Industry and competitive analysis using Porter's Five Forces
- Competitor intelligence and competitive benchmarking
- Market trends, disruptions and emerging opportunities

> Module 3: Customer Intelligence and Consumer Behaviour
- Understanding customer needs, wants and expectations
- Consumer decision-making processes and buying behaviour
- Customer insights, market research and voice-of-customer techniques
- Customer journey mapping and customer experience analysis

> Module 4: Market Segmentation, Targeting and Positioning
- Principles and approaches to market segmentation
- Demographic, geographic, psychographic and behavioural segmentation
- Target-market selection and market attractiveness analysis
- Strategic positioning and competitive differentiation

> Module 5: Value Proposition and Customer Value Strategy
- Developing compelling customer value propositions
- Customer value creation, delivery and capture
- Differentiation strategies and sources of competitive advantage
- Customer lifetime value and relationship value management

> Module 6: Strategic Brand Management
- Brand strategy, identity and brand positioning
- Building and measuring brand equity
- Brand architecture, portfolio and extension strategies
- Brand reputation, loyalty and long-term brand value

> Module 7: Product, Service and Innovation Marketing Strategy
- Product and service portfolio management
- Product lifecycle management and strategic decision-making
- Product innovation, new product development and market introduction
- Service differentiation, customer experience and service quality

> Module 8: Strategic Pricing and Revenue Management
- Principles and approaches to strategic pricing

- Value-based, cost-based and competition-based pricing
- Price differentiation, discounting and promotional pricing
- Revenue optimisation, profitability and pricing analytics

> Module 9: Integrated Marketing Communications and Digital Marketing

- Integrated marketing communication strategy
- Digital marketing channels, social media and content marketing
- Customer engagement, lead generation and conversion strategies
- Marketing technology, automation and omnichannel marketing

> Module 10: Marketing Analytics, Performance Management and Strategic Marketing Planning

- Marketing KPIs, dashboards and performance measurement
- Marketing ROI, customer acquisition cost and customer lifetime value
- Marketing attribution, analytics and data-driven decision-making
- Developing, implementing and evaluating a strategic marketing plan