

MARKETING & COMMUNICATION | COURSE BROCHURE

Advanced Marketing Management Training

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

This Advanced Marketing Management Training programme equips professionals with strategic marketing skills, focusing on data-driven decision-making, integrated marketing communications, and customer-centric strategies. Participants will enhance their ability to develop and implement effective marketing plans that drive business growth and customer engagement.

Marketing professionals often face challenges in adapting to rapidly changing consumer behaviours and technological advancements. Understanding how to leverage data analytics and integrate various marketing channels is crucial for developing effective strategies that resonate with target audiences. This course addresses these challenges by providing practical tools and frameworks to enhance marketing effectiveness. Participants will learn to analyse market data, identify trends, and develop actionable insights that can inform their marketing strategies, ensuring they remain competitive in their respective industries. Additionally, the course will cover the importance of aligning marketing efforts with overall business objectives, enabling professionals to contribute meaningfully to their organisations' success.
Creating integrated marketing communications strategies is essential for engaging customers across multiple touchpoints. Participants will engage in hands-on exercises that simulate real-world marketing scenarios, allowing them to apply advanced concepts in a controlled environment. By practising the development of comprehensive marketing strategies and campaigns, attendees will gain the capability to make informed decisions that align with organisational goals and customer needs. This training will also focus on performance measurement, enabling participants to assess the effectiveness of their marketing initiatives and adjust strategies based on data-driven insights, ultimately leading to improved marketing outcomes and enhanced customer satisfaction.

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

The training employs a blend of case studies, group discussions, and practical workshops to facilitate active learning. Participants will analyse real-world marketing challenges, collaborate on strategy development, and utilise analytical tools to assess market trends. Each session culminates in a project output, such as a marketing plan or campaign proposal, ensuring that participants can apply their learning directly to their professional contexts. Specific exercises include creating marketing plans, developing integrated communication strategies, and conducting performance evaluations, all designed to enhance participants' strategic thinking and practical skills in marketing management. This hands-on approach fosters engagement and deepens understanding of advanced marketing concepts.



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Course objectives

By the end of this course, participants will be able to:
• Analyse market trends to identify opportunities for growth in specific sectors and develop actionable strategies.
• Design an integrated marketing communication strategy that aligns with organisational objectives and enhances brand visibility.
• Evaluate customer data to inform targeted marketing campaigns that drive engagement and conversion rates.
• Construct a comprehensive marketing plan incorporating digital and traditional channels to optimise reach and impact.
• Prioritise marketing initiatives based on ROI and customer impact assessments to maximise resource allocation.
• Justify the selection of marketing tools and platforms for specific campaigns based on strategic goals and audience needs.
• Assess the effectiveness of marketing strategies using key performance indicators (KPIs) to inform future decisions.
• Develop actionable insights from performance data to refine marketing strategies and improve overall effectiveness.

Target audience

This course is suitable for:
• Marketing Managers responsible for strategic planning and execution.
• Brand Managers focused on developing and maintaining brand equity.
• Digital Marketing Specialists looking to enhance their analytical skills.
• Product Managers needing to align marketing strategies with product development.

Target competencies

Participants will develop competencies in:
• Strategic market analysis and opportunity identification.
• Integrated marketing communications design and execution.
• Data-driven decision-making and analytics application.
• Comprehensive marketing plan development and implementation.
• ROI assessment and prioritisation of marketing initiatives.
• Performance measurement using KPIs and metrics.

Course outline

Day 1: Market Analysis and Opportunity Identification

Applied activity: Conduct a SWOT analysis for a chosen industry, identifying key opportunities and threats. Use market research data to support your findings and present your analysis to the group, focusing on actionable insights.
Output: SWOT analysis report detailing identified opportunities and threats.



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09:00–09:54	Understanding market segmentation and targeting strategies for effective outreach.
09:54–10:48	Utilising SWOT analysis for strategic insights into market positioning.
10:48–11:00	Leveraging consumer behaviour data to identify emerging market trends.
11:00–11:30	**Coffee break**
11:30–12:12	Leveraging consumer behaviour data to identify emerging market trends. (continued)
12:12–13:06	Identifying growth opportunities through competitive analysis and benchmarking.
13:06–14:00	Analysing market research methodologies and tools for informed decision-making.

Day 2: Integrated Marketing Communications Strategy

Applied activity: Develop an IMC strategy for a new product launch, including messaging, channel selection, and budget allocation. Collaborate in groups to refine your strategy based on peer feedback and present your final strategy, ensuring clarity and alignment with objectives.
Output: Comprehensive IMC strategy document outlining messaging, channels, and budget.

09:00–09:54	Defining integrated marketing communications (IMC) principles for cohesive messaging.
09:54–10:48	Developing messaging frameworks tailored to specific target audiences.
10:48–11:00	Selecting appropriate channels for IMC campaigns to maximise reach.
11:00–11:30	**Coffee break**
11:30–12:12	Selecting appropriate channels for IMC campaigns to maximise reach. (continued)
12:12–13:06	Creating a cohesive brand narrative across multiple platforms and media.
13:06–14:00	Measuring the effectiveness of IMC strategies through analytics and feedback.

Day 3: Data-Driven Marketing Campaigns

Applied activity: Design a data-driven marketing campaign for a specific target segment, incorporating A/B testing elements. Present your campaign plan and expected outcomes to the class, emphasising data utilisation and expected impact on engagement and conversion rates.
Output: Marketing campaign proposal with detailed A/B testing framework and expected outcomes.

09:00–09:54	Understanding the role of data analytics in shaping marketing strategies.
09:54–10:48	Utilising customer segmentation for targeted campaigns that drive engagement.
10:48–11:00	Implementing A/B testing for campaign optimisation and performance enhancement.



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11:00–11:30	**Coffee break**
11:30–12:12	Implementing A/B testing for campaign optimisation and performance enhancement. (continued)
12:12–13:06	Leveraging CRM systems for actionable customer insights and relationship management.
13:06–14:00	Evaluating campaign performance through analytics to inform future strategies.

Day 4: Comprehensive Marketing Plan Development

Applied activity: Create a comprehensive marketing plan for a fictional product, detailing objectives, strategies, budget, and risk assessment. Work in teams to critique and improve each other's plans based on strategic alignment and feasibility, ensuring a robust final output.
Output: Complete marketing plan document with objectives, strategies, and risk assessment.

09:00–09:54	Components of a successful marketing plan and their interrelationships.
09:54–10:48	Setting SMART objectives for marketing initiatives to ensure clarity and focus.
10:48–11:00	Budgeting and resource allocation for marketing activities to maximise impact.
11:00–11:30	**Coffee break**
11:30–12:12	Budgeting and resource allocation for marketing activities to maximise impact. (continued)
12:12–13:06	Aligning marketing plans with broader business goals for strategic coherence.
13:06–14:00	Risk assessment and mitigation strategies in marketing to safeguard investments.

Day 5: Performance Measurement and Strategy Adjustment

Applied activity: Evaluate the effectiveness of a completed marketing campaign using provided KPIs and analytics data. Propose adjustments to improve future campaigns based on your analysis, focusing on strategic insights and recommendations for optimisation.
Output: Performance evaluation report with strategic recommendations for future campaigns.

09:00–09:54	Defining key performance indicators (KPIs) for marketing success and accountability.
09:54–10:48	Utilising analytics tools to measure campaign performance and effectiveness.
10:48–11:00	Adjusting strategies based on performance data to enhance future campaigns.
11:00–11:30	**Coffee break**
11:30–12:12	Adjusting strategies based on performance data to enhance future campaigns. (continued)
12:12–13:06	Conducting post-campaign evaluations and learnings for continuous improvement.



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13:06–14:00	Reporting marketing performance to stakeholders in a clear and actionable manner.

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.

Dates, venues and fees

Current published course plans. Fees are per participant in GBP, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (GBP)
Istanbul Confirmed dates	9 Nov 2026	13 Nov 2026	**£2,650.-**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**£1,250.-**
Amsterdam Confirmed dates	23 Nov 2026	27 Nov 2026	**£2,540.-**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**£1,250.-**
Cape Town Confirmed dates	30 Nov 2026	4 Dec 2026	**£1,890.-**
Online Confirmed dates	30 Nov 2026	4 Dec 2026	**£1,250.-**
Singapore Confirmed dates	7 Dec 2026	11 Dec 2026	**£2,820.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	7 Dec 2026	11 Dec 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.–**
Dubai Confirmed dates	11 Jan 2027	15 Jan 2027	**£3,150.–**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**£1,250.–**
Frankfurt Confirmed dates	25 Jan 2027	29 Jan 2027	**£2,650.–**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**£1,250.–**
Kuala Lumpur Confirmed dates	8 Feb 2027	12 Feb 2027	**£1,450.–**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**£1,250.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Vienna Confirmed dates	15 Feb 2027	19 Feb 2027	**£2,940.-**
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**£1,250.-**
Paris Confirmed dates	22 Feb 2027	26 Feb 2027	**£2,860.-**
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**£1,250.-**
Istanbul Confirmed dates	8 Mar 2027	12 Mar 2027	**£2,650.-**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**£1,250.-**
Amsterdam Confirmed dates	22 Mar 2027	26 Mar 2027	**£2,540.-**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**£1,250.-**
Singapore Confirmed dates	12 Apr 2027	16 Apr 2027	**£2,820.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**£1,250.-**
Cape Town Confirmed dates	19 Apr 2027	23 Apr 2027	**£1,890.-**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**£1,250.-**
London 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.-**
Frankfurt Confirmed dates	24 May 2027	28 May 2027	**£2,650.-**
Online Confirmed dates	24 May 2027	28 May 2027	**£1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Kuala Lumpur Confirmed dates	14 Jun 2027	18 Jun 2027	**£1,450.–**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**£1,250.–**
Paris Confirmed dates	21 Jun 2027	25 Jun 2027	**£2,860.–**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**£1,250.–**
Barcelona Confirmed dates	28 Jun 2027	2 Jul 2027	**£2,840.–**
Online Confirmed dates	28 Jun 2027	2 Jul 2027	**£1,250.–**
Istanbul Confirmed dates	12 Jul 2027	16 Jul 2027	**£2,650.–**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**£1,250.–**
Amsterdam Confirmed dates	26 Jul 2027	30 Jul 2027	**£2,540.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**£1,250.-**
Singapore Confirmed dates	9 Aug 2027	13 Aug 2027	**£2,820.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**£1,250.-**
Rome Confirmed dates	16 Aug 2027	20 Aug 2027	**£2,450.-**
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**£1,250.-**
London Confirmed dates	23 Aug 2027	27 Aug 2027	**£2,450.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**£1,250.-**
Dubai Confirmed dates	13 Sept 2027	17 Sept 2027	**£3,150.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**£1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Frankfurt Confirmed dates	20 Sept 2027	24 Sept 2027	**£2,650.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**£1,250.-**
Kuala Lumpur Confirmed dates	11 Oct 2027	15 Oct 2027	**£1,450.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**£1,250.-**
Rome Confirmed dates	18 Oct 2027	22 Oct 2027	**£2,450.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**£1,250.-**
Paris Confirmed dates	25 Oct 2027	29 Oct 2027	**£2,860.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**£1,250.-**
Istanbul Confirmed dates	8 Nov 2027	12 Nov 2027	**£2,650.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**£1,250.-**
Amsterdam Confirmed dates	22 Nov 2027	26 Nov 2027	**£2,540.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**£1,250.-**
Singapore Confirmed dates	6 Dec 2027	10 Dec 2027	**£2,820.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**£1,250.-**
London Confirmed dates	13 Dec 2027	17 Dec 2027	**£2,450.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**£1,250.-**



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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 UK 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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