

MARKETING & COMMUNICATION | COURSE BROCHURE

Customer Journey Mapping for Marketers

5 days | Classroom training | English

SMART HORIZON

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https://smarthorizon.uk



Course content

Why attend

Customers interact with brands across many touchpoints before and after purchase. This course teaches marketers to map customer journeys: researching customers, building personas, identifying touchpoints and emotions, finding pain points and opportunities, aligning channels and measuring journey performance.

Marketing that fits the customer journey converts better. You will learn to design campaigns and experiences around how customers really behave.

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

Persona and journey mapping workshops, customer interview practice and case studies.

Course objectives

By the end of this course, participants will be able to:
• Research customer needs and behaviours
• Create evidence-based personas
• Map journeys across channels
• Identify pain points and moments of truth
• Design journey-based marketing actions
• Measure journey performance

Target audience

This course is suitable for:
• Marketing managers
• Customer experience professionals
• Digital marketers
• Product managers
• Sales managers



Course content

Target competencies

Participants will develop competencies in:

- Customer research
- Persona development
- Journey mapping
- Channel alignment
- Measurement

Course outline

Day 1: Customer Journeys

09:00–10:08	Why journeys matter
10:08–11:00	Journey types
11:00–11:30	**Coffee break**
11:30–11:45	Journey types (continued)
11:45–12:53	Examples
12:53–14:00	Exercise

Day 2: Customer Research

09:00–10:08	Interviews and surveys
10:08–11:00	Data sources
11:00–11:30	**Coffee break**
11:30–11:45	Data sources (continued)
11:45–12:53	Personas
12:53–14:00	Practice

Day 3: Mapping

09:00–10:08	Stages and touchpoints
10:08–11:00	Emotions
11:00–11:30	**Coffee break**



Course content

11:30–11:45	Emotions (continued)
11:45–12:53	Pain points
12:53–14:00	Workshop

Day 4: Designing Actions

09:00–10:08	Moments of truth
10:08–11:00	Channel alignment
11:00–11:30	**Coffee break**
11:30–11:45	Channel alignment (continued)
11:45–12:53	Content per stage
12:53–14:00	Exercise

Day 5: Measurement

09:00–10:08	Journey KPIs
10:08–11:00	Testing
11:00–11:30	**Coffee break**
11:30–11:45	Testing (continued)
11:45–12:53	Iteration
12:53–14:00	Action plan

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.



Course content

Dates, venues and fees

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

Venue	Start date	End date	Fee (GBP)
Amsterdam Confirmed dates	9 Nov 2026	13 Nov 2026	**£2,540.–**
Online Confirmed dates	9 Nov 2026	13 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.–**
Rome Confirmed dates	4 Jan 2027	8 Jan 2027	**£2,450.–**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**£1,250.–**
Vienna Confirmed dates	25 Jan 2027	29 Jan 2027	**£2,940.–**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**£1,250.–**
Dubai Confirmed dates	15 Feb 2027	19 Feb 2027	**£3,150.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**£1,250.–**
Istanbul Confirmed dates	1 Mar 2027	5 Mar 2027	**£2,650.–**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**£1,250.–**
Barcelona Confirmed dates	22 Mar 2027	26 Mar 2027	**£2,840.–**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**£1,250.–**
Vienna Confirmed dates	12 Apr 2027	16 Apr 2027	**£2,940.–**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**£1,250.–**
Paris Confirmed dates	3 May 2027	7 May 2027	**£2,860.–**
Online Confirmed dates	3 May 2027	7 May 2027	**£1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Cape Town Confirmed dates	24 May 2027	28 May 2027	**£1,890.–**
Online Confirmed dates	24 May 2027	28 May 2027	**£1,250.–**
Frankfurt Confirmed dates	7 Jun 2027	11 Jun 2027	**£2,650.–**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**£1,250.–**
Rome Confirmed dates	28 Jun 2027	2 Jul 2027	**£2,450.–**
Online Confirmed dates	28 Jun 2027	2 Jul 2027	**£1,250.–**
London Confirmed dates	19 Jul 2027	23 Jul 2027	**£2,450.–**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**£1,250.–**
Rome Confirmed dates	9 Aug 2027	13 Aug 2027	**£2,450.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**£1,250.-**
Dubai Confirmed dates	30 Aug 2027	3 Sept 2027	**£3,150.-**
Online Confirmed dates	30 Aug 2027	3 Sept 2027	**£1,250.-**
London Confirmed dates	13 Sept 2027	17 Sept 2027	**£2,450.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**£1,250.-**
Cape Town Confirmed dates	4 Oct 2027	8 Oct 2027	**£1,890.-**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**£1,250.-**
Dubai Confirmed dates	25 Oct 2027	29 Oct 2027	**£3,150.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**£1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Kuala Lumpur Confirmed dates	15 Nov 2027	19 Nov 2027	**£1,450.-**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**£1,250.-**
Barcelona Confirmed dates	6 Dec 2027	10 Dec 2027	**£2,840.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**£1,250.-**

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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View the latest course details online