

MARKETING & COMMUNICATION | COURSE BROCHURE

# Strategic Marketing for Senior Managers

5 days | Classroom training | English

**SMART HORIZON**

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London W2 6BD, United Kingdom

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https://smarthorizon.uk



# Course content

## Why attend

Senior managers must shape marketing strategy that drives growth and competitive advantage. This course covers strategic marketing: market analysis, growth strategies, segmentation and value propositions, competitive strategy, marketing investment decisions, innovation and aligning the organisation around the customer.

Marketing strategy determines where and how the organisation competes. You will learn to lead marketing at a strategic level.

## 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

Strategy case studies, growth option workshops, competitive simulations and executive discussions.

## Course objectives

By the end of this course, participants will be able to:
• Analyse markets and growth opportunities
• Choose growth strategies
• Define segments and value propositions
• Develop competitive strategies
• Make marketing investment decisions
• Build customer-centric organisations

## Target audience

This course is suitable for:
• Senior managers and directors
• Marketing directors
• General managers
• Business unit heads
• Strategy professionals



# Course content

## Target competencies

Participants will develop competencies in:

- Strategic analysis
- Growth strategy
- Value proposition design
- Competitive strategy
- Investment decisions

## Course outline

### Day 1: Strategic Marketing

| | |
|---|---|
| **09:00–10:08** | Marketing and strategy |
| **10:08–11:00** | Market analysis |
| **11:00–11:30** | **Coffee break** |
| **11:30–11:45** | Market analysis (continued) |
| **11:45–12:53** | Case study |
| **12:53–14:00** | Exercise |

### Day 2: Growth

| | |
|---|---|
| **09:00–10:08** | Growth matrices |
| **10:08–11:00** | New markets and products |
| **11:00–11:30** | **Coffee break** |
| **11:30–11:45** | New markets and products (continued) |
| **11:45–12:53** | Prioritisation |
| **12:53–14:00** | Workshop |

### Day 3: Value Propositions

| | |
|---|---|
| **09:00–10:08** | Segmentation |
| **10:08–11:00** | Value propositions |
| **11:00–11:30** | **Coffee break** |



# Course content

| | |
|---|---|
| **11:30–11:45** | Value propositions (continued) |
| **11:45–12:53** | Positioning |
| **12:53–14:00** | Exercise |

## Day 4: Competition

| | |
|---|---|
| **09:00–10:08** | Competitive strategies |
| **10:08–11:00** | Simulation |
| **11:00–11:30** | **Coffee break** |
| **11:30–11:45** | Simulation (continued) |
| **11:45–12:53** | Response planning |
| **12:53–14:00** | Case study |

## Day 5: Investment and Organisation

| | |
|---|---|
| **09:00–10:08** | Marketing investment |
| **10:08–11:00** | Customer-centric culture |
| **11:00–11:30** | **Coffee break** |
| **11:30–11:45** | Customer-centric culture (continued) |
| **11:45–12:53** | Strategy plan |
| **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) |
|---|---|---|---|
| Barcelona<br>Confirmed dates | 23 Nov 2026 | 27 Nov 2026 | **£2,840.–** |
| Online<br>Confirmed dates | 23 Nov 2026 | 27 Nov 2026 | **£1,250.–** |
| London<br>Confirmed dates | 14 Dec 2026 | 18 Dec 2026 | **£2,450.–** |
| Online<br>Confirmed dates | 14 Dec 2026 | 18 Dec 2026 | **£1,250.–** |
| Barcelona<br>Confirmed dates | 18 Jan 2027 | 22 Jan 2027 | **£2,840.–** |
| Online<br>Confirmed dates | 18 Jan 2027 | 22 Jan 2027 | **£1,250.–** |
| Paris<br>Confirmed dates | 1 Feb 2027 | 5 Feb 2027 | **£2,860.–** |
| Online<br>Confirmed dates | 1 Feb 2027 | 5 Feb 2027 | **£1,250.–** |
| Cape Town<br>Confirmed dates | 22 Feb 2027 | 26 Feb 2027 | **£1,890.–** |



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (GBP) |
|---|---|---|---|
| Online<br>Confirmed dates | 22 Feb 2027 | 26 Feb 2027 | **£1,250.–** |
| Kuala Lumpur<br>Confirmed dates | 15 Mar 2027 | 19 Mar 2027 | **£1,450.–** |
| Online<br>Confirmed dates | 15 Mar 2027 | 19 Mar 2027 | **£1,250.–** |
| Dubai<br>Confirmed dates | 5 Apr 2027 | 9 Apr 2027 | **£3,150.–** |
| Online<br>Confirmed dates | 5 Apr 2027 | 9 Apr 2027 | **£1,250.–** |
| Rome<br>Confirmed dates | 26 Apr 2027 | 30 Apr 2027 | **£2,450.–** |
| Online<br>Confirmed dates | 26 Apr 2027 | 30 Apr 2027 | **£1,250.–** |
| Dubai<br>Confirmed dates | 10 May 2027 | 14 May 2027 | **£3,150.–** |
| Online<br>Confirmed dates | 10 May 2027 | 14 May 2027 | **£1,250.–** |



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (GBP) |
|---|---|---|---|
| Cape Town<br>Confirmed dates | 31 May 2027 | 4 Jun 2027 | **£1,890.–** |
| Online<br>Confirmed dates | 31 May 2027 | 4 Jun 2027 | **£1,250.–** |
| Frankfurt<br>Confirmed dates | 21 Jun 2027 | 25 Jun 2027 | **£2,650.–** |
| Online<br>Confirmed dates | 21 Jun 2027 | 25 Jun 2027 | **£1,250.–** |
| London<br>Confirmed dates | 12 Jul 2027 | 16 Jul 2027 | **£2,450.–** |
| Online<br>Confirmed dates | 12 Jul 2027 | 16 Jul 2027 | **£1,250.–** |
| Vienna<br>Confirmed dates | 2 Aug 2027 | 6 Aug 2027 | **£2,940.–** |
| Online<br>Confirmed dates | 2 Aug 2027 | 6 Aug 2027 | **£1,250.–** |
| Amsterdam<br>Confirmed dates | 16 Aug 2027 | 20 Aug 2027 | **£2,540.–** |



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (GBP) |
|---|---|---|---|
| Online<br>Confirmed dates | 16 Aug 2027 | 20 Aug 2027 | **£1,250.-** |
| Rome<br>Confirmed dates | 6 Sept 2027 | 10 Sept 2027 | **£2,450.-** |
| Online<br>Confirmed dates | 6 Sept 2027 | 10 Sept 2027 | **£1,250.-** |
| Dubai<br>Confirmed dates | 27 Sept 2027 | 1 Oct 2027 | **£3,150.-** |
| Online<br>Confirmed dates | 27 Sept 2027 | 1 Oct 2027 | **£1,250.-** |
| Vienna<br>Confirmed dates | 18 Oct 2027 | 22 Oct 2027 | **£2,940.-** |
| Online<br>Confirmed dates | 18 Oct 2027 | 22 Oct 2027 | **£1,250.-** |
| Rome<br>Confirmed dates | 8 Nov 2027 | 12 Nov 2027 | **£2,450.-** |
| Online<br>Confirmed dates | 8 Nov 2027 | 12 Nov 2027 | **£1,250.-** |



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (GBP) |
|---|---|---|---|
| Istanbul<br>Confirmed dates | 22 Nov 2027 | 26 Nov 2027 | **£2,650.-** |
| Online<br>Confirmed dates | 22 Nov 2027 | 26 Nov 2027 | **£1,250.-** |
| Cape Town<br>Confirmed dates | 13 Dec 2027 | 17 Dec 2027 | **£1,890.-** |
| Online<br>Confirmed dates | 13 Dec 2027 | 17 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