

Strategic Marketing Management – Driving Growth Through Market Insights

Sales, Marketing, and Customer Care



9193



In-Class



12 hours



EGP 4,440

Course Description:

This program enables marketing professionals, business leaders, and decision-makers to analyze markets, craft growth strategies, and translate insights into actionable marketing plans through strategic frameworks, digital alignment, fostering stronger competitive positioning and long-term value creation.

Target Audience:

Marketing managers, business development leaders, product managers, strategy professionals, and senior relationship managers.

Course objectives:

By the end of the course, participants will be able to:

- Explain the Foundations of Strategic Thinking in Marketing
- Demonstrate the Strategy Execution, Digital Alignment & Performance Management

Course Outline:

Module 1: Foundations of Strategic Thinking in Marketing

- Strategic Marketing Overview
- Environmental Scanning & Market Analysis
- Strategic Segmentation, Targeting & Positioning (STP)
- Growth Strategies and Planning Tools

Module 2: Strategy Execution, Digital Alignment & Performance Management

- Building a Strategic Marketing Plan
- Brand Strategy & Customer Value
- Digital Marketing in Strategic Context
- Workshop – Strategy Simulation & Plan Presentation

Assessment Strategy:

Participants will be informally assessed based on their interaction during sessions and their participation in group exercises.

Upon Successful Completion of this Course, participants will obtain:

N/A

Program language:

English

Prerequisites:

None