

SEYA CAPITAL
INSIGHT · STRATEGY · GROWTH

EXECUTIVE EDUCATION
COURSE BROCHURE · 2027

MARKETING

Fundamentals of Marketing Strategy

Core Principles for Building Sound, Effective Marketing Strategies

SECTOR	AVAILABILITY	DELIVERY
Marketing	On request	Open or in-house

OVERVIEW

About this course

Sound marketing strategy rests on a small number of core principles, applied with discipline and rigour. This training course builds a solid grounding in the fundamentals of marketing strategy, from segmentation and positioning through to planning and measurement.

Participants will work through structured frameworks and applied exercises that translate strategic theory into practical, usable marketing plans.

This Seya Capital training course will highlight:

- Core strategic marketing frameworks and concepts
- Segmentation, targeting, and positioning (STP)
- The strategic marketing planning process
- Aligning strategy with organisational objectives
- Measuring strategic marketing performance

SCHEDULE

Dates, venues & fees

Dates and fees for this programme are available on request. It can be scheduled as open enrolment or delivered in-house for your team. Contact info@seyacapital.com.

OBJECTIVES

By the end of the course

By the end of this Seya Capital training course, participants will be able to:

- Understand the core concepts underpinning marketing strategy
- Apply segmentation, targeting, and positioning to strategic decisions
- Build a structured strategic marketing plan
- Align marketing strategy with broader organisational goals
- Evaluate strategic marketing performance

WHO SHOULD ATTEND

Designed for

This Seya Capital training course is designed for professionals building foundational strategic marketing capability, including:

Marketing Managers and Executives | Brand and Product Managers | Business Development Professionals | Professionals transitioning into strategic marketing roles

PROGRAMME

Course outline

Day 1: The Nature and Scope of Marketing Strategy

- Defining marketing strategy and its strategic purpose
- The link between marketing strategy and corporate strategy
- Understanding markets, industries, and competitive context
- Strategic marketing versus tactical marketing
- Overview of core strategic marketing frameworks

Day 2: Segmentation, Targeting, and Positioning

- Principles of effective market segmentation
- Evaluating and selecting target segments
- Developing a differentiated positioning strategy
- Positioning maps and perceptual analysis
- Workshop: developing an STP strategy

Day 3: Strategic Analysis and Decision-Making

- Analysing the internal and external marketing environment
- SWOT and strategic option generation
- Growth strategy options (Ansoff Matrix)
- Resource-based view and capability assessment
- Case study: strategic option evaluation

Day 4: Building and Structuring the Marketing Strategy

- Setting strategic marketing objectives
- Structuring a strategic marketing plan
- Aligning the marketing mix with strategy
- Budgeting and resource allocation for strategy
- Workshop: drafting a strategic marketing plan

Day 5: Implementing and Measuring Marketing Strategy

- Translating strategy into implementation plans
- Building metrics and KPIs for strategic success
- Monitoring, review, and strategic adjustment
- Common pitfalls in strategy implementation
- Final case study: presenting a strategic marketing plan

METHODOLOGY

How you will learn

This training course combines structured lectures, applied case studies, planning workshops, and group presentations to build practical strategic marketing capability.

IMPACT

The return on learning

For your organisation

- Clearer strategic direction for the marketing function
- Better allocation of marketing resources
- Improved alignment between marketing and business strategy
- More disciplined, structured planning processes

For you

- Build a solid grasp of strategic marketing fundamentals
- Develop practical strategic planning skills
- Gain confidence contributing to strategic discussions
- Establish a stronger foundation for senior marketing roles

CERTIFICATION

Seya Capital certificate

Upon successful completion of this training course, delegates will be awarded a Seya Capital Certificate.

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Register or enquire

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