

SEYA CAPITAL
INSIGHT.STRATEGY.GROWTH

MARKETING

Marketing Strategy: Competitive Intelligence

Using Competitive Insight to Sharpen Strategic Marketing Decisions

SECTOR	AVAILABILITY	DELIVERY
Marketing	On request	Open or in-house

OVERVIEW

About this course

Effective marketing strategy depends on timely, accurate insight into competitors' moves and intentions. This training course examines how organisations gather, analyse, and act on competitive intelligence, ethically and systematically.

Participants will learn practical frameworks and methods for building a sustainable competitive intelligence capability that sharpens strategic marketing decisions.

This Seya Capital training course will highlight:

- Competitive intelligence gathering methods and sources
- Analytical frameworks for interpreting competitor data
- Ethical and legal boundaries of intelligence gathering
- Translating intelligence into strategic marketing decisions
- Building early-warning and ongoing monitoring systems

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:

- Design a structured competitive intelligence process
- Apply analytical frameworks to interpret competitor data
- Distinguish ethical from unethical intelligence practices
- Translate competitive intelligence into strategic marketing decisions
- Build systems for ongoing competitive monitoring

WHO SHOULD ATTEND

Designed for

This Seya Capital training course is designed for professionals who inform or shape strategic marketing decisions, including:

Marketing Strategists | Competitive and Market Intelligence Analysts | Product Marketing Managers | Business Development Professionals | Strategy and Insight Teams

PROGRAMME

Course outline

Day 1: Foundations of Competitive Intelligence

- The role of competitive intelligence in marketing strategy
- Types of competitive intelligence: strategic, tactical, and technical
- Legal and ethical boundaries of intelligence gathering
- Building an intelligence framework and process
- Identifying key intelligence questions

Day 2: Sources and Methods of Intelligence Gathering

- Primary and secondary intelligence sources
- Digital tools for competitive monitoring
- Social listening and web-based intelligence gathering
- Industry, financial, and public-record research
- Workshop: building a competitor profile

Day 3: Analytical Frameworks for Competitive Intelligence

- SWOT and competitor benchmarking
- War-gaming and scenario analysis
- Early-warning and signal-detection systems
- Analysing competitor strategy and likely moves
- Case study: anticipating a competitor's strategic shift

Day 4: From Intelligence to Strategic Decisions

- Translating intelligence into strategic marketing options
- Briefing senior stakeholders effectively
- Integrating intelligence into planning cycles
- Avoiding cognitive bias in intelligence interpretation
- Workshop: developing strategic recommendations from intelligence

Day 5: Building a Sustainable Intelligence Capability

- Structuring an ongoing competitive intelligence function
- Technology and AI tools for continuous monitoring
- Measuring the value of competitive intelligence
- Embedding an intelligence culture across marketing teams
- Final case study: designing a competitive intelligence programme

METHODOLOGY

How you will learn

This training course uses intelligence-gathering simulations, framework application workshops, case studies, and group analysis to build practical competitive intelligence capability.

IMPACT

The return on learning

For your organisation

- Earlier detection of competitive threats and opportunities
- More informed, evidence-based strategic decisions
- Reduced strategic blind spots
- A stronger intelligence-sharing culture across teams

For you

- Develop practical intelligence-gathering skills
- Sharpen analytical and critical thinking
- Build confidence briefing leadership on competitive insight
- Gain recognised expertise in competitive strategy

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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