

SEYA CAPITAL
INSIGHT.STRATEGY.GROWTH

MARKETING

Strategic Marketing Programme

A Comprehensive Programme for Developing and Leading Marketing Strategy

SECTOR	AVAILABILITY	DELIVERY
Marketing	On request	Open or in-house

OVERVIEW

About this course

Leading marketing strategy at an organisational level demands more than familiarity with frameworks; it requires the ability to integrate strategy across functions and lead its execution with authority. This comprehensive programme is designed for professionals responsible for shaping and leading marketing strategy at scale.

Through executive briefings, strategic simulations, and group strategy projects, participants build the capability to design, lead, and measure marketing strategy at the highest level.

This Seya Capital training course will highlight:

- Comprehensive strategic marketing capability
- Leadership in developing and driving marketing strategy
- Integrating strategy across functions and the organisation
- Strategic planning, execution, and governance
- Measuring and communicating strategic impact

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:

- Lead the development of comprehensive marketing strategies
- Integrate marketing strategy with broader business strategy
- Apply strategic frameworks across the marketing lifecycle
- Build organisational capability for strategic marketing
- Measure and communicate the impact of marketing strategy

WHO SHOULD ATTEND

Designed for

This Seya Capital programme is designed for senior professionals who shape and lead marketing strategy, including:

Senior Marketing Leaders and Directors | Heads of Marketing Strategy | CMOs and aspiring CMOs | Business Unit Leaders with marketing responsibility | Strategy and Planning Executives

PROGRAMME

Course outline

Day 1: The Strategic Marketing Leadership Mandate

- The evolving role of marketing strategy and leadership
- Aligning marketing strategy with corporate vision
- Strategic marketing governance and stakeholder management
- Assessing organisational strategic marketing maturity
- Setting the strategic marketing agenda

Day 2: Market and Competitive Strategic Analysis

- Advanced market and competitive analysis techniques
- Identifying strategic growth opportunities
- Portfolio analysis and strategic prioritisation
- Scenario planning for strategic uncertainty
- Workshop: strategic opportunity mapping

Day 3: Designing the Strategic Marketing Programme

- Structuring a comprehensive strategic marketing programme
- Aligning brand, channel, and customer strategy
- Resourcing and organisational design for strategy execution
- Building a strategic marketing roadmap
- Case study: designing an integrated strategic programme

Day 4: Leading Strategic Execution

- Leading cross-functional strategic execution
- Managing change and resistance during strategic initiatives
- Building strategic capability within marketing teams
- Governance and performance management for strategy delivery
- Workshop: leading a strategic execution plan

Day 5: Measuring and Sustaining Strategic Impact

- Metrics and frameworks for measuring strategic marketing impact
- Communicating strategic value to the board and executives
- Sustaining strategic marketing capability over time
- Adapting strategy in response to market change
- Final case study: presenting a strategic marketing programme

METHODOLOGY

How you will learn

This programme uses executive briefings, strategic simulations, case studies, group strategy projects, and peer benchmarking to build comprehensive strategic leadership capability.

IMPACT

The return on learning

For your organisation

- A stronger, more integrated marketing strategy function
- Improved strategic decision-making at senior level
- Better alignment between marketing and business leadership
- Enhanced capability to lead major strategic marketing initiatives

For you

- Build comprehensive strategic marketing capability
- Develop leadership skills for driving strategic initiatives
- Gain confidence engaging at executive level
- Strengthen a platform for senior marketing leadership roles

CERTIFICATION

Seya Capital certificate

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

SEYA CAPITAL
INSIGHT.STRATEGY.GROWTH

Register or enquire

info@seyacapital.com
www.seyacapital.com

The Kenya Police Sacco Plaza, 2nd Floor, Wing B
Ngara Road, off Muranga Road
P.O. Box 63978 – 00619, Nairobi, Kenya