



THE UNIVERSITY OF
SYDNEY

Strategic Marketing Planning Course

*Centre for
Continuing Education*



Strategic Marketing Planning Course



Take your marketing skills to the next level by learning how to write a detailed and well thought through strategic marketing plan for your brand or business.

Designed for existing marketers with some experience, this one-day course will equip you with practical take-home tools to enable you to develop stand-out brand goals, write powerful marketing plans and measure your performance. We will review the latest marketing trends and thinking, and learn how to apply them to your own digital landscape.

Intended audience

- Anyone wanting to learn how to plan and write focused and effective marketing plans.
- Anyone who has attended [Marketing Course: Level 1](#) and [Marketing Course: Level 2](#), has completed an undergraduate marketing degree, or has some experience working in a marketing role.
- Marketers from a range of environments, including product, services, business to business (B2B), government and not-for-profit.
- Marketers from a range of sizes from SMEs (small to medium enterprises) to corporates.
- Anyone with hands-on marketing responsibilities, wanting to improve their theoretical knowledge, particularly around marketing planning.



Course duration

1 session, 8 hours total



Time

9am - 5pm



Format

Face-to-face
or
Online in real-time



Dates

Browse available
[course dates](#)



Upon completion

Every participant receives a University of Sydney statement of completion.



Learning outcomes

By the end of this course, you should be able to:

- develop and write a well thought through strategic marketing plan for your business or organisation, including online and offline marketing
- review a wide range of marketing models and tools that facilitate better planning
- develop clear and business focused marketing objectives
- articulate a vision and goals for your brand or marketing responsibility
- identify the latest marketing trends, both on and offline, and how they could apply to your role or organisation
- think more strategically in a range of marketing scenarios.



Content

Strategic planning background

- Why plan
- Brief review of marketing, branding and differentiation
- Developing your own brand essence (exercise)
- Segmentation – identifying an attractive market gap

How to write a strategic marketing plan

- Situation analysis - internal and external reviews
- Using strategic marketing models for your business (exercise)
- SWOT – theory and development for your business
- Getting from SWOT to objectives
- Choosing the right marketing mix to meet your objectives
- Developing marketing action plans (exercise)
- Timings, budgets and measurements of success

Review the latest marketing trends and marketing thinking

- Digital and online developments
- Big picture market changes
- Consumer and market research

The new digital marketing world

- Thought leadership marketing
- Key success factors in the digital age including social media
- Tips for getting your online presence humming



“I enjoyed this course, our facilitator made lots of great tie backs to real professional examples and created a safe and encouraging environment for all to participate. I would definitely recommend this for aspiring marketers and marketers looking to think at a higher level beyond executional and day to day tactics.”

Brendan Harrington



“The course was incredibly insightful and grounded in real-world experience. Much of the discussion was shaped by the professionals in the room, which made the learning immediately relevant and practical for everyone. The sessions felt engaging and approachable rather than overwhelming, allowing complex ideas to be absorbed naturally. I’m leaving the course feeling inspired, motivated to return to work on Monday, and more confident in my career path in marketing.”

Bianca Floirendo



Delivery style

Workshop/lecture

Materials

A course workbook is distributed electronically.

Before the course

If possible, please bring along the following:

- A current (or old) marketing plan
- Any sales or profit history – for your business or organisation, brand or by product
- Any background information that will help you write your plan, eg market information, research, analysis of what has worked well for your business in the past.



Organisational training and development

This course can be delivered as a private session for groups, and tailored to meet the needs of your business. Contact us to discuss our range of organisational training solutions.

[Learn more](#)



THE UNIVERSITY OF
SYDNEY

We recognise and pay respect to the Elders and communities – past, present, and emerging – of the lands that the University of Sydney's campuses stand on. For thousands of years they have shared and exchanged knowledges across innumerable generations for the benefit of all.

Empower ambition,
inspire leadership

For more information

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