
Strategic Marketing Management

28 June – 2 July 2027
Vienna





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Ref: 1601_4459 **Date:** 28 June – 2 July 2027 **Location:** Vienna **Fees:** 5500 GBP

Strategic Marketing Management is a 5-day senior marketing course delivered by Mars Training Centre at our international training centres in London, Dubai, Paris, Amsterdam, and Barcelona — designed for marketing directors, heads of marketing, and senior managers who own commercial growth at a market or business-unit level.

Marketing has shifted from a campaign-led function to a strategic discipline that sits next to the CFO at the executive table. Boards now expect marketing leaders to set growth ambitions, defend resource allocation, articulate a defensible market position, and prove a return on every pound invested. Generic marketing know-how is no longer enough at director level; what is needed is a structured way to make choices and explain them.

Across five focused days, you will work through the full strategic marketing cycle — from market sensing and segmentation to positioning, the marketing mix, planning, and measurement. The programme uses validated frameworks, regional case material drawn from the United Kingdom, Europe, and the Middle East, and applied exercises built around your own business. You will leave with a personal action plan and a clear method for shaping marketing strategy when you return to your organisation.

What You Will Learn

By the end of this programme, you will be able to:

- Analyse a market environment using validated strategic frameworks.
- Segment a market and select target segments with commercial discipline.
- Build a differentiated positioning statement and value proposition.
- Design a coherent marketing mix that supports the chosen strategy.
- Construct a strategic marketing plan that the executive team can fund.
- Evaluate marketing performance using meaningful commercial metrics.
- Allocate marketing budget across channels and segments with confidence.
- Diagnose the strategic health of an existing marketing function.
- Communicate marketing strategy clearly to boards and finance peers.
- Lead a marketing team to execute against a published plan.

How You Will Benefit

You will leave with a structured method for shaping and defending marketing strategy at the executive level, a working draft of a strategic marketing plan for your own business, and a Mars Certificate of Completion.

Your organisation will gain a marketing leader who can connect commercial ambition to marketing investment, defend the marketing budget on commercial terms, and bring strategic discipline to a function that often runs on instinct.



Who This Programme Is For

This programme is designed for senior marketers and commercial leaders, including:

- Marketing Directors and Heads of Marketing
- Senior Brand Managers preparing for director roles
- Commercial Directors with marketing responsibility
- General Managers running profit-and-loss accounts
- Heads of Strategy in consumer-facing organisations
- Marketing leaders in family-owned businesses and group companies
- Senior public-sector communications and marketing leads

The seniority floor is senior manager and above. The programme is delivered in person over five days in London, Dubai, Paris, Amsterdam or Barcelona and leads to a Mars Certificate of Completion.