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# Marketing Leadership and Strategy: Extended Practice

22 November – 3 December 2027
Manchester (UK)



# Marketing Leadership and Strategy: Extended Practice

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Marketing leadership and strategy is the discipline of setting a firm's market position, turning it into marketing plans across channels, leading the people who deliver them and measuring what each campaign returns. This 2-week course is for marketing managers, brand and product leads and sales leaders, and its final deliverable is an integrated SOSTAC marketing plan with a team structure, a KPI dashboard and a market leadership action plan.

## Introduction

The course rests on three planning tools. SOSTAC, standing for situation, objectives, strategy, tactics, action and control, gives a marketing plan its structure. The marketing mix sets the product, price, place and promotion decisions that put a strategy into effect. The product lifecycle, with its stages of introduction, growth, maturity and decline, shows how priorities change as a market ages. The level is practitioner, and the two weeks give room for repeated plan-building, team leadership exercises and campaign measurement on case data from several sectors.

## Course Objectives

- Apply SWOT analysis, market research and competitor benchmarking to define a target market and position
- Distinguish market leader from challenger strategies and select the stance that fits a firm's share and resources
- Apply the SOSTAC model and the marketing mix to build an integrated marketing plan
- Compare social media, influencer and international channels and justify the channel mix for a campaign
- Interpret marketing KPIs, analytics and return on investment to judge which campaigns to scale or stop
- Apply delegation, empowerment and change methods to lead a marketing team towards plan targets



## Target Audience

- Marketing managers responsible for annual plans, who must decide which segments and channels receive the budget
- Brand and product managers, who must judge how positioning should shift as a product moves through its lifecycle
- Sales and commercial leaders working with marketing, who must set territories and KPI goals that match the plan
- Digital and social media leads, who must select platforms, partners and measures for each campaign
- Business unit heads expanding into new markets, who must determine how far the marketing mix needs local adaptation

## Course Outline

### Day 1: Marketing Communication Principles

- Verbal vs Non-Verbal Communication: How Words and Signals Shape Marketing Messages
- Communication Technology Advances: Keeping Messages Current Across New Devices and Channels
- Segment-Specific Messaging: Adapting Content to Different Customer Segments and Buying Stages
- Active Listening and Questioning: Techniques for Understanding Customers and Colleagues
- Constructive Feedback: Giving and Receiving Feedback Within Marketing Teams

### Day 2: Building a Market Leader Position

- SMART Objectives vs Vague Aspirations: Setting Measurable Strategic Marketing Goals
- SWOT Analysis and Target Market Selection: Matching Strengths to Opportunities
- Market Research and Customer Profiling: Identifying and Targeting Potential Buyers
- Competitor Benchmarking: Comparing Products, Pricing and Marketing Tactics of Rival Firms
- Marketing Mix and CRM: Applying the Four Ps and Building Customer Experience

### Day 3: Elements of a Marketing Strategy

- Market Leader vs Challenger Strategies: Advantages and Risks of Each Position
- Leader Decline Case Study: How a Dominant Film Brand Lost Its Market
- Product Lifecycle: Introduction, Growth, Maturity and Decline Stage Priorities
- Customer Lifecycle and Lifetime Value: Service Practices That Raise Sales and Loyalty
- SOSTAC Integrated Marketing Plan: Situation, Objectives, Strategy, Tactics, Action and Control

### Day 4: Social Media and Market Share

- Social Media vs Traditional Media: Reach, Cost and Message Control Compared
- Social Media Strategy: Objectives, Audiences and Content Calendars for Gaining Share
- Platform Selection: Matching Social Networks to Audiences and Campaign Goals
- Online Reputation Management: Monitoring, Responding and Protecting the Brand Online
- Social Media Measurement and Practice: Engagement Metrics and Proven Operating Habits



## Day 5: Leading Marketing Teams and Change

- Delegation vs Outsourcing: Internal Ownership Compared with Agency and Partner Work
- Team Building and Empowerment: Structuring Roles and Authority in Marketing Teams
- Leading Organisational Change: Moving Teams Towards New Marketing Priorities
- Market Leader Culture: Behaviours and Routines That Sustain Leadership Positions
- Sales Territories and KPI Goals: Aligning Field Targets with the Marketing Plan

## Day 6: Data-Driven Marketing and Analytics

- Vanity Metrics vs Decision Metrics: Activity Counts Compared with Measures That Guide Spending
- Role of Data in Marketing: Sources, Quality and Ownership of Customer Data
- Data Analytics for Decisions: Turning Reports into Budget and Channel Choices
- Marketing KPIs and Return on Investment: Cost per Acquisition, Conversion and Payback
- Analytics Tools and Interpretation: Dashboards, Attribution and Acting on Findings

## Day 7: Global Marketing Strategies

- Standardisation vs Adaptation: One Global Mix Compared with Local Variations
- International Market Entry: Screening Markets and Choosing Entry Routes
- Cultural Considerations: Language, Values and Buying Habits in Campaign Design
- International Marketing Mix: Adjusting Product, Price, Place and Promotion by Market
- Global Branding and Communications: Keeping One Identity Across Several Markets

## Day 8: Influencer Marketing and Partnerships

- Macro-Influencers vs Micro-Influencers: Reach Compared with Engagement and Credibility
- Understanding Influencer Marketing: Roles, Formats and Audience Trust in Campaigns
- Identifying and Selecting Influencers: Fit, Audience Data and Due Diligence
- Influencer Campaign Design and Measurement: Briefs, Tracking Links and Impact Metrics
- Long-Term Partnerships: Contracts, Co-Creation and Relationship Management with Partners

## Day 9: Brand Management and Reputation

- Brand Identity vs Brand Image: What a Firm Projects Compared with What Customers Perceive
- Brand Management Purpose: Consistency, Differentiation and Pricing Power Over Time
- Crisis Management and Reputation Repair: Response Steps After Brand Damage
- Branding in the Digital Age: Visual Systems, Voice and Online Touchpoints
- Brand Equity Measurement: Awareness, Preference and Loyalty Indicators to Track



## Day 10: Integrated Marketing Plan Practice and Future Trends

- Sustainable vs Conventional Marketing: Ethical Practice Compared with Short-Term Volume Tactics
- Emerging Technologies, AI and Predictive Marketing: Shifting Consumer Behaviour and Expectations
- Campaign Results Review: Applying KPI and ROI Methods to a Case Campaign
- Team and Channel Plan Exercise: Applying Leadership, Social and Global Choices Together
- Integrated SOSTAC Plan and Leadership Action Plan: Completing the Final Deliverable

## Skills You Will Gain

- SWOT Analysis
- Competitor Benchmarking
- SOSTAC Planning
- Social Media Strategy
- Influencer Campaign Management
- Marketing ROI Measurement
- Brand Equity Tracking
- Marketing Team Leadership

## Why Attend This Course

- From marketing activity planned channel by channel to one integrated plan built on the SOSTAC structure
- From judging campaigns by reach alone to measuring cost per acquisition, conversion and payback
- From managing a marketing team by instruction to leading it with delegation, empowerment and clear KPIs
- From scattered ideas to an integrated marketing plan with a team structure, KPI dashboard and leadership action plan

## Conclusion

Marketing leadership and strategy is about choosing where a firm will win, organising people and channels to get there and checking honestly what each effort returns. The course makes three distinctions clear: leader against challenger strategies, standardised against adapted international marketing, and vanity metrics against decision metrics. Its two weeks suit marketing, brand and sales leaders who already run campaigns and want extended practice in plan-building, team leadership and results measurement rather than a single-week overview.

## Course FAQs

### What is marketing leadership and strategy?

Marketing leadership and strategy combines deciding a firm's market position and plan with leading the people and partners who deliver it, then measuring results so that budgets move towards the campaigns, channels and segments that return the most.



## What is the difference between a market leader and a market challenger strategy?

A market leader defends and expands its share, often by growing total demand and protecting its position. A market challenger attacks the leader or rivals, typically through price, innovation or a sharper focus on underserved segments.

## Which models does the marketing leadership and strategy course follow?

The course follows the SOSTAC planning model, the marketing mix and the product lifecycle, supported by SWOT analysis, SMART objectives and customer lifetime value for target setting and measurement.

## Is the marketing leadership and strategy course right for a brand manager?

Yes. Brand managers practise positioning across the product lifecycle, brand equity measurement, reputation repair and influencer partnerships, and learn to lead the teams and agencies that execute brand plans.

## What do delegates produce in the marketing leadership and strategy course?

Delegates produce an integrated marketing plan in the SOSTAC structure, with a team structure, a KPI and ROI dashboard and a market leadership action plan for their own organisation.

