

Crude Oil & Petroleum Marketing: Pricing, Strategy & AI Market Insights

25 January – 5 February 2027
Lyon (France)

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A close-up photograph of chess pieces on a checkered board. In the foreground, a large, ornate gold king piece stands prominently. To its left, a smaller silver pawn is visible. Further back, another silver pawn is positioned. The background features a series of concentric, light gray circles that create a sense of depth and focus on the king piece.

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Introduction

Working in crude oil and petroleum marketing has changed. It's not enough anymore to follow prices or watch the market from a distance. The people who make good commercial decisions are the ones who understand why prices move, how supply and demand signals translate into opportunity, and how to turn market intelligence into action before the window closes.

This 10-day course was built around that reality. It covers crude oil marketing, petroleum products marketing, trading fundamentals, pricing mechanisms, contracts, incoterms, logistics, refining economics, and risk management — all connected through a commercial lens rather than a theoretical one.

It also gives serious attention to how artificial intelligence is being used in energy markets today. Not as a technology topic, but as a set of practical tools that help you forecast better, analyze competitors, evaluate pricing, and sharpen your strategic positioning — no technical background required.

Course Objectives

By the end of this course, participants will be able to:

- Understand the structure of global oil markets and the energy value chain.
- Analyze crude oil characteristics and link them to commercial value and pricing.
- Interpret supply and demand indicators and their impact on trading and marketing decisions.
- Understand crude oil trading practices in spot and term markets.
- Apply crude oil marketing strategies across regional and global markets.
- Interpret crude oil pricing mechanisms, benchmarks, and price differentials.
- Analyze price volatility and apply oil price risk management principles.
- Understand refining economics and their impact on petroleum products marketing.
- Develop petroleum product pricing strategies based on demand, margins, and competition.
- Understand crude oil contracts, incoterms, delivery responsibilities, and logistics risks.
- Use petroleum market intelligence to support pricing, sales, and strategic decisions.
- Apply data analytics for oil marketing to improve forecasting and market interpretation.
- Understand the role of artificial intelligence in energy markets.
- Use AI-driven oil market insights to support pricing, forecasting, and competitive analysis.
- Build a practical commercial action plan that connects marketing, pricing, risk, and strategic positioning.

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A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground on the right, with a silver pawn and a silver knight behind it. The board is white and grey, with concentric circles in the background.

Course Outlines

Day 1: Global Oil Markets and the Energy Value Chain

- Structure of the global oil and gas market.
- Roles of upstream, midstream, and downstream sectors.
- Key oil-producing and consuming regions.
- Role of national and international oil companies.
- Core commercial terminology used in the oil industry.
- How market structure, pricing, and global economic factors shape commercial decisions.
- Practical review of how global oil markets operate.
- Reflection and review: understanding the foundations of global oil markets.

Day 2: Crude Oil Characteristics and Market Differentiation

- Main types of crude oil and quality classifications.
- API gravity, sulfur content, and crude quality indicators.
- Crude oil assays and commercial specifications.
- How crude quality affects refining economics, product output, and pricing decisions.
- Commercial impact of crude selection and blending.
- Case discussion on evaluating a crude grade from a commercial perspective.
- Reflection and review: linking crude quality to market value.

Day 3: Crude Oil Supply and Demand Dynamics

- Major crude oil producers, exporters, and global consumption patterns.
- Supply-demand balance, market cycles, and the impact of production policies.
- Geopolitical and macroeconomic influences on crude oil prices.
- Understanding market disruptions and how demand shifts affect marketing strategies.
- Practical exercise on analyzing a market cycle or supply disruption.
- Reflection and review: reading supply and demand signals.

Day 4: Crude Oil Trading Structures and Marketing Practices

- Physical crude oil trading structures and the roles of traders, brokers, and commercial teams.
- Spot contracts versus term contracts.
- Sales strategies and customer relationship management in crude oil marketing.
- How market intelligence supports commercial decision-making and contract timing.
- Case discussion on marketing a crude oil cargo.
- Reflection and review: evaluating trading structures and marketing approaches.

Day 5: Crude Oil Pricing Mechanisms and Risk Exposure

- Pricing benchmarks, reference crudes, spot pricing, and formula-based pricing.
- Differentials, premiums, discounts, and forward markets.
- Key drivers of price volatility and fundamentals of oil price risk management.
- How pricing mechanisms affect commercial negotiations and market exposure.
- Practical exercise on benchmark interpretation and pricing logic.
- Reflection and review: connecting pricing mechanisms with market behavior.

Day 6: Petroleum Products Markets and Refining Economics

- Major refined petroleum products, refining processes, and product yield optimization.
- Product specifications, quality standards, and seasonal demand patterns.
- How refining economics shape petroleum product pricing strategies and marketing decisions.
- Case discussion on product yields, demand, and commercial value.
- Reflection and review: understanding downstream market drivers.

Day 7: Petroleum Products Marketing and Commercial Strategy

- Petroleum products marketing strategies and market segmentation.
- Sales channels, distribution models, and competitive analysis.
- Petroleum product pricing strategies, demand forecasting, and sales planning.
- Using petroleum market intelligence to support commercial decisions.
- Workshop on developing a petroleum products marketing plan.
- Reflection and review: aligning marketing, pricing, and customer demand.

Day 8: Contracts, Incoterms, and Logistics Management

- Key elements of crude oil and petroleum product sales contracts.
- Incoterms, delivery responsibilities, payment terms, and credit risk management.
- Tank storage, terminal operations, shipping markets, and freight considerations.
- How logistics decisions affect pricing, margins, and operational risk.
- Practical review of Incoterms in oil trading transactions.
- Reflection and review: managing contract and logistics risks.

Day 9: Risk Management and AI Market Insights

- Market, price, and credit risk management.
- Hedging concepts and instruments.
- How AI is being used in oil and gas marketing today — forecasting, pricing analysis, and competitive intelligence.
- Using data analytics to generate practical market insights without a technical background.
- Future trends in oil marketing and strategic positioning.
- Practical discussion on combining risk management with AI-driven insights.
- Reflection and review: using AI to improve commercial decision-making.

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Day 10: Integrated Commercial Strategy, Simulation, and Final Market Action Plan

- Bringing together marketing, pricing, contracts, logistics, and risk into one connected commercial strategy.
- Building a market entry or expansion plan grounded in supply and demand analysis.
- Using petroleum market intelligence to identify opportunities, risks, and customer segments.
- Developing a pricing and negotiation approach using benchmarks, quality, freight, and contract terms.
- Applying data analytics and AI-driven insights to sharpen commercial recommendations.
- Preparing a risk response plan covering price volatility, credit risk, logistics risk, and market uncertainty.
- Final simulation: developing a crude oil or petroleum product marketing strategy for a selected market.
- Group presentation covering commercial recommendations, pricing logic, risk controls, and strategic positioning.
- Reflection and review: turning market intelligence and AI-supported insights into an actionable plan.

Why Attend This Course: Wins & Losses!

- Build a complete understanding of crude oil marketing and petroleum product marketing.
- Read global oil markets with more confidence and know what key signals actually mean.
- Develop practical knowledge of crude oil pricing mechanisms.
- Use petroleum market intelligence to support stronger commercial decisions.
- Understand the relationship between crude quality and refining economics.
- Build stronger petroleum marketing strategies and pricing approaches.
- Handle contracts, incoterms, delivery terms, and logistics risks with greater clarity.
- Manage price, credit, and market volatility with a structured approach.
- Use data analytics and AI tools to support forecasting and decision-making.
- Improve competitive analysis and strategic market positioning.
- Leave with a commercial action plan that connects pricing, marketing, risk, and strategy.

Conclusion

This course covers the full commercial picture — from global oil market foundations and crude characteristics, through supply and demand analysis, trading, pricing, refining economics, petroleum products marketing, contracts, logistics, and risk management.

Throughout the program, AI is treated as a practical commercial tool. Participants see how it supports forecasting, pricing evaluation, competitive analysis, and strategic planning — without needing any technical expertise.

The final day pulls everything together through a realistic commercial simulation where participants apply market analysis, pricing logic, risk thinking, and strategic recommendations to a live scenario.

By the end, participants leave with a clearer understanding of how oil markets work, a stronger approach to petroleum marketing and pricing, and a practical framework for using market intelligence and AI-supported insights to make better commercial decisions in the energy sector.

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