



SALES, MARKETING AND CUSTOMER ENGAGEMENT

Marketing Strategy and Planning

3 day course

Classroom, online or in-house

Course overview

Marketing plans commonly list activities and channels without ever stating which customers the organisation is trying to win, from whom, and on what basis, which is why the spending is impossible to evaluate. This course covers strategy before tactics. Delegates work through market definition and sizing, segmentation and the choice of which segments to serve and which to decline, and positioning against the alternatives a customer is actually considering. The offer, pricing and channel decisions that follow are covered. Budget allocation and the balance between demand capture and demand creation are addressed. Planning, sequencing and the marketing calendar follow. The course closes on measurement, on attribution and its limits, and on reviewing a plan that is not working.

What you will learn

- Define and size a market credibly
- Segment a market and choose which segments to serve
- Position against the alternatives customers actually consider
- Make offer, pricing and channel decisions that follow the strategy
- Allocate budget between demand capture and demand creation
- Build a plan and marketing calendar with sensible sequencing
- Measure results, understand attribution limits and revise a failing plan

Who should attend

- Marketing managers and coordinators
- Business owners responsible for their own marketing
- Product and commercial managers
- Sales leaders working alongside marketing
- Executives approving marketing budgets

Course outline

- 01 Activities without a stated customer
- 02 Market definition and sizing
- 03 Segmentation and choosing whom to serve
- 04 Positioning against real alternatives
- 05 Offer, pricing and channel decisions
- 06 Budget allocation and demand creation
- 07 Planning, sequencing and the calendar
- 08 Measurement, attribution limits and revision

Upcoming dates

Dates	Venue	Format	Fee per delegate
21 to 23 October 2026	Kigali, Rwanda	Classroom	USD 995
11 to 13 November 2026	Cape Town, South Africa	Classroom	R14,950
7 to 9 December 2026	Online	Online	R6,500
23 to 25 December 2026	Kampala, Uganda	Classroom	USD 995



Fees and how to register

This 3 day course is **R6,500** per delegate online, **R14,950** in the classroom in South Africa, Botswana, Namibia, Lesotho and Eswatini, and **USD 995** in the classroom elsewhere in Africa. In-house training is quotation on request. Book 2 or more delegates on this course and save 10%.

To register or request an in-house proposal, visit www.afrisciencegroup.com, email info@afriscience.co.za, or WhatsApp us on **+27 63 479 1136**.

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