

COURSE OVERVIEW TM0070
Strategic Planning for the Marketing of Petroleum Products

Course Title

Strategic Planning for the Marketing of Petroleum Products

Course Date/Venue

Please see page 3

Course Reference

TM0070

Course Duration/Credits

Five days/3.0 CEUs/30 PDHs



Course Description



This practical and highly-interactive course includes real-life case studies and exercises where participants will be engaged in a series of interactive small groups and class workshops.



This course is design to provide participants with a detailed and up-to-date overview of strategic planning for the marketing of petroleum products. It covers the marketing planning process, marketing planning aims and objectives; the marketing facts, marketing environment, detailed marketing activity and marketing system; the marketing system, goals and the strategies on how the objectives will be achieved; and the detailed plans and programs including the content of marketing plan;



During this interactive course, participants will learn the completion of marketing plan, product portfolio and portfolio analysis; the market strategy and identify personnel requirements; the program evaluation, PERT techniques and critical path analysis; the measurement of progress, performance analysis and budget as managerial tools; the marketing strategy and the key part of the general corporate strategy sectoral tactics and actions types of strategies; and the strategic models and the consumer-centric business.

Course Objectives

Upon the successful completion of this course, each participant will be able to:-

- Apply and gain an in-depth knowledge on strategic planning for the marketing of petroleum products
- Carryout marketing planning process, marketing planning aims and objectives
- Discuss marketing facts as well as review marketing environment, detailed marketing activity and marketing system
- Recognize marketing system, goals and the strategies on how the objectives will be achieved
- Review detailed plans and programs including the content of marketing plan
- Complete marketing plan and carryout product portfolio and portfolio analysis
- Employ market strategy and identify personnel requirements
- Carryout program evaluation, PERT techniques and critical path analysis
- Apply measurement of progress, performance analysis and budget as managerial tools
- Perform marketing strategy and identify the key part of the general corporate strategy sectoral tactics and actions types of strategies
- Illustrate strategic models and discuss the consumer-centric business

Exclusive Smart Training Kit - H-STK®



Participants of this course will receive the exclusive “Haward Smart Training Kit” (H-STK®). The H-STK® consists of a comprehensive set of technical content which includes **electronic version** of the course materials conveniently saved in a **Tablet PC**.

Who Should Attend

This course provides a complete and up-to-date overview of strategic planning for the marketing of petroleum products for executive directors, human resources managers, finance managers, technical and productive services managers, quality departments managers and senior managements directors concerned in the development and writing of strategic plans and divisions heads concerned in participating in strategic planning.

Accommodation

Accommodation is not included in the course fees. However, any accommodation required can be arranged at the time of booking.

Training Methodology

All our Courses are including **Hands-on Practical Sessions** using equipment, State-of-the-Art Simulators, Drawings, Case Studies, Videos and Exercises. The courses include the following training methodologies as a percentage of the total tuition hours:-

- 30% Lectures
- 20% Practical Workshops & Work Presentations
- 30% Hands-on Practical Exercises & Case Studies
- 20% Simulators (Hardware & Software) & Videos

In an unlikely event, the course instructor may modify the above training methodology before or during the course for technical reasons.

Course Date/Venue

Session(s)	Date	Venue
1	Juyl 07-11, 2025	Hampstead Meeting Room, London Marriott Hotel Regents Park, London, UK
2	October 12-16, 2025	Tamra Meeting Room, Al Bandar Rotana Creek, Dubai, UAE
3	December 15-19, 2025	TBA Meeting Room, JW Marriott Hotel Madrid, Madrid, Spain
4	March 09-13, 2026	TBA Meeting Room, Grand Hyatt Athens, Athens, Greece

Course Fee

London	US\$ 8,800 per Delegate + VAT . This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.
Dubai	US\$ 5,500 per Delegate + VAT . This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.
Spain	US\$ 8,800 per Delegate + VAT . This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.
Athens	US\$ 8,800 per Delegate + VAT . This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Instructor(s)

This course will be conducted by the following instructor(s). However, we have the right to change the course instructor(s) prior to the course date and inform participants accordingly:



Ms. Sarah Henley Du Plessis, MEd, BTEC, BSc (Hons), BA (Hons), is a **Senior Management Consultant** with over **20 years** of extensive experience specializing in **Human Resource Management System, Recruitment & Selection, Assessment & Interviews, Training & Development, Training Needs & Delivery Methods, Performance Management Systems, Business Writing Skills, Writing Business Correspondence & Document Control, Writing Memos & Business Letters, Business & Technical Report Writing, Communication Skills, Business Communication Etiquette, Interpersonal Skills, Presentation Skills, Organisational & Leadership Skills, Coaching & Mentoring, Self & Personal Development, Creative Problem Solving, Performance Management, Conflict Management, Talent Management, Risk Management, Resource Management, Emotional Intelligence, Customer Service, Persuasion Techniques, Supervisory Skills, Public Relations & Corporate Communication, Strategic Planning & Creative Thinking, Human Resource Management, Performance Assessment & Appraisal, Contract Management, Negotiation Skills, Tendering & Bidding, Sourcing & Vendor Management, Service Level Agreements, Purchasing Skills, Supply Chain Management and Logistics & Transportation**. She is currently the **Business Skills Trainer** working internationally across **Europe, Middle East, America and Asia**.

During her career, Ms. Sarah has held various significant positions and dedication both in academic and industrial as the **Divisional Purchasing Manager, Human Resource Manager, Services Buyer Manager, Category Manager, Senior Consultant/Lecturer, Business Skills Instructor, English Teacher, Business English Trainer, English Tutor**, Assistant National Park Ranger, Production & Project Buyer, Call Centre Agent, Customer Services Agent and Accounts Assistant from various companies and institutions like the **University of York, Melton College, Inlingua, Field First Cartons, Schneider Electric Ltd, Armitage Bros. Plc, Ryder Systemcare, Denby Pottery and Torrington**.

Ms. Sarah has a **Master** degree in **Education (Applied Linguistics)**, **Bachelors** degree (with **Honours**) in **Natural Sciences** and in **Business Administration & Enterprise** from the **Open University** and the **University of Central England, UK**, respectively. Further, she holds a **Professional Graduate Certificate in Education (PGCE)** from the **University of Northumbria**, a **Graduate Diploma** from the **Chartered Institute of Purchasing and Supply (CIPS)** and a **BTEC Advanced Certificate** in Supervision of Biological Surveys from the GUI. Moreover, she is a **Certified Instructor/Trainer**, a **Certified Internal Verifier/Assessor/Trainer** by the **Institute of Leadership & Management (ILM)** and a **Certified CELTA Level 4 Instructor**. She also delivered numerous trainings, courses, seminars and conferences internationally.



Course Program

The following program is planned for this course. However, the course director(s) may modify this program before or during the course for technical reasons with no prior notice to participants. Nevertheless, the course objectives will always be met:

Day 1

0730 – 0800	Registration & Coffee
0800 – 0815	Welcome & Introduction
0815 – 0830	PRE-TEST
0830 – 0930	<i>The Marketing Planning Process</i>
0930 – 0945	Break
0945 – 1100	<i>Marketing Planning Aims & Objectives</i>
1100 – 1215	<i>Marketing Facts</i>
1215 – 1230	Break
1230 – 1420	<i>Review of the Marketing Environment</i>
1420 – 1430	Recap
1430	Lunch & End of Day One

Day 2

0730 – 0930	<i>Review of the Detailed Marketing Activity</i>
0930 – 0945	Break
0945 – 1100	<i>Review of the Marketing System</i>
1100 – 1215	<i>Marketing System</i>
1215 – 1230	Break
1230 – 1300	Goals
1300 – 14250	<i>Strategies Describe How the Objectives Will be Achieved</i>
1420 – 1430	Recap
1430	Lunch & End of Day Two

Day 3

0730 – 0930	<i>Detailed Plans & Programs</i>
0930 – 0945	Break
0945 – 1100	<i>Content of the Marketing Plan</i>
1100 – 1215	<i>Complete Marketing Plan</i>
1215 – 1230	Break
1230 – 1300	<i>Product Portfolio Portfolio Analysis</i>
1300 – 14250	<i>Marketing Strategy</i>
1420 – 1430	Recap
1430	Lunch & End of Day Three

Day 4

0730 – 0930	<i>Personnel Requirements</i>
0930 – 0945	Break
0945 – 1100	<i>Program Evaluation & Review Technique PERT or Critical Path Analysis</i>
1100 – 1215	<i>Measurement of Progress</i>
1215 – 1230	Break

1230 – 1300	<i>Performance Analysis</i>
1300 – 14250	<i>Budgets as Managerial Tools</i>
1420 – 1430	<i>Recap</i>
1430	<i>Lunch & End of Day Four</i>

Day 5

0730 – 0930	<i>Marketing Strategy</i>
0930 – 0945	<i>Break</i>
0945 – 1100	<i>Key Part of the General Corporate Strategy Sectorial Tactics & Actions Types of Strategies</i>
1100 – 1215	<i>Strategic Models</i>
1215 – 1230	<i>Break</i>
1230 – 1345	<i>The Consumer-Centric Business</i>
1345 – 1400	<i>Course Conclusion</i>
1400 – 1415	<i>POST-TEST</i>
1415 – 1430	<i>Presentation of Course Certificates</i>
1430	<i>Lunch & End of Course</i>

Practical Sessions

This practical and highly-interactive course includes real-life case studies and exercises:-



Course Coordinator

Mari Nakintu, Tel: +971 2 30 91 714, Email: mari1@haward.org