

Strategic Marketing in Challenging Economic Times

Understand and analyze how customer needs and buying behaviours are determined

Date: May 19, 2026

Duration: 3 days

Mode of Delivery: Hybrid

PROGRAM FEE: N850,000

Overview

In uncertain economic climates, the ability to think strategically about marketing becomes a powerful advantage. This programme equips experienced managers with modern marketing concepts, practical tools, and a strategic framework for winning in tough markets. Participants learn how to create and capture value even when consumer confidence is low and competition intensifies.

Through real-world case studies and interactive sessions, the programme explores segmentation and positioning, customer engagement, branding, pricing, and product strategy during a recession. It also helps participants understand how to design strong market penetration initiatives, make effective marketing decisions in a downturn, and deliver customer experiences that stand out despite economic pressure.

Who should attend

This programme is designed for mid-level and senior managers responsible for strategic, marketing, or commercial decision-making. It is ideal for professionals with at least a decade of experience navigating competitive markets and complex customer environments.

Participants typically work in organisations serving consumers, retailers, industrial buyers, government agencies, NGOs, or other key stakeholders.

Learning Objectives and Benefits

Participants on this programme will:

- Understand customer engagement strategies that drive stronger value creation during economic periods.
- Analyse recession-specific marketing challenges and identify effective strategic responses.
- Explore market penetration, pricing, segmentation, and brand strategies suitable for weak or declining markets.

Structure and Curriculum

- Marketing philosophy in a challenging economy
- Marketing challenges and strategic responses in a challenging economy
- Marketing planning & development in a challenging economy
- Customer engagement
- Customer engagement in a challenging economy: strategies, channels, and tools
- Product strategy in a challenging economy
- Market segmentation & positioning in a challenging economy
- Brand power in a plummeting sales season
- Effective pricing and return on investment in challenging times
- Market penetration in a weak economy
- Strategic issues in distribution
- Ethical issues in marketing

Secure Your Spot / Need to Know More?

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