Promotional Demand Planning Training Course

Professional Development Training Course Outline

Category	Logistics and Supply Chain Management	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Promotional demand planning is a critical component in modern supply chain management, enabling organizations to effectively forecast, allocate, and optimize resources during promotional campaigns. With growing consumer expectations and competitive market pressures, companies need precise strategies to predict promotional demand, reduce stockouts, minimize excess inventory, and maximize sales opportunities. Promotional Demand Planning Training Course provides participants with a comprehensive understanding of promotional demand planning, integrating advanced forecasting techniques, analytics-driven insights, and cross-functional collaboration strategies.

Participants will gain practical skills in aligning sales, marketing, and supply chain functions to ensure promotional success. The course emphasizes the use of statistical modeling, historical sales analysis, and real-time data to enhance forecast accuracy and responsiveness. By the end of the course, learners will be equipped to implement actionable plans, optimize promotional strategies, and contribute to measurable organizational growth.

Programme Curriculum

Promotional Demand Planning Training Course

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Course Objectives

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

1. Understand the fundamentals of promotional demand planning and its role in supply chain management.
2. Apply advanced forecasting techniques for promotional events.
3. Analyze historical sales data to improve promotional planning accuracy.
4. Integrate marketing and sales inputs into demand forecasts.
5. Use statistical tools to measure forecast accuracy and bias.
6. Optimize inventory levels to minimize stockouts and overstock situations.
7. Implement effective S&OP (Sales & Operations Planning) for promotional campaigns.
8. Collaborate across departments to ensure coordinated promotional execution.
9. Develop KPI frameworks to monitor promotional performance.
10. Apply demand sensing techniques to adjust forecasts in real time.
11. Leverage technology platforms for automated demand planning.
12. Manage risk and uncertainty in promotional campaigns.
13. Conduct post-promotion analysis to enhance future planning.

Organizational Benefits

1. Reduced stockouts during promotions.
2. Minimized excess inventory and associated costs.
3. Improved collaboration between sales, marketing, and supply chain teams.
4. Enhanced forecast accuracy and operational efficiency.
5. Better alignment of promotional strategies with organizational goals.
6. Increased customer satisfaction and loyalty.
7. Optimized resource allocation for promotional campaigns.
8. Informed decision-making using analytics-driven insights.
9. Strengthened ability to respond to market changes rapidly.

10. Measurable improvement in promotional ROI.

Target Audiences

1. Demand Planners and Forecast Analysts
2. Supply Chain Managers
3. Sales and Marketing Professionals
4. Inventory and Operations Managers
5. Retail Category Managers
6. Business Analysts
7. Logistics and Distribution Managers
8. Corporate Strategy Professionals

Course Duration: 5 days

Course Modules

Module 1: Introduction to Promotional Demand Planning

- Overview of promotional demand planning principles
- Importance in supply chain and retail operations
- Key challenges and opportunities
- Role of cross-functional collaboration
- Case Study: Seasonal promotional planning

Module 2: Forecasting Techniques for Promotions

- Statistical forecasting methods
- Trend and seasonality analysis
- Predictive analytics tools
- Demand sensing applications
- Case Study: New product launch forecast

Module 3: Sales and Marketing Integration

- Collecting marketing inputs for forecasts
- Aligning promotional calendars with demand plans
- Sales data interpretation
- Collaborative planning strategies

- Case Study: Coordinated marketing and supply chain campaign

Module 4: Inventory Optimization for Promotions

- Stock level analysis and safety stock calculations
- Multi-location inventory planning
- Managing overstock and stockouts
- Replenishment strategies during promotions
- Case Study: Retail chain promotional inventory management

Module 5: KPI and Performance Measurement

- Key performance indicators for promotional planning
- Measuring forecast accuracy and bias
- Dashboard and reporting tools
- Continuous improvement strategies
- Case Study: Measuring promotional success metrics

Module 6: Technology and Automation in Planning

- Software tools for demand planning
- Automated forecast adjustments
- Integration with ERP and S&OP systems
- Real-time data monitoring
- Case Study: Automation in promotional planning

Module 7: Risk Management and Contingency Planning

- Identifying risks in promotional campaigns
- Contingency planning frameworks
- Scenario analysis and impact assessment
- Risk mitigation strategies
- Case Study: Managing demand uncertainty during peak season

Module 8: Post-Promotion Analysis and Continuous Improvement

- Collecting post-promotion data
- Analyzing performance gaps
- Feedback loop for future planning

- Best practices for continuous improvement
- Case Study: Post-campaign evaluation

Training Methodology

- Interactive lectures and presentations
- Hands-on exercises and group activities
- Case study analysis and discussions
- Real-world data exercises and simulations
- Role-playing scenarios for cross-functional collaboration
- Q&A sessions with industry experts

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com