Advertising Copywriting and Creative Development

Sales and Marketing

Course Overview

Advertising Copywriting and Creative Development: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa and live...

What You Will Achieve

- Explain the core principles and current good practice in Advertising Copywriting and Creative Development
- Apply practical tools and techniques for Advertising Copywriting and Creative Development in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Advertising Copywriting and Creative Development in practice
- Build a personal action plan to implement what you have learned

Who Should Attend

Marketing, communications, PR and sales professionals, and managers responsible for brand, reputation or revenue growth.

Course Outline

1. Setting the scene: Advertising Copywriting and Creative Development in today's organisation
2. Key concepts and the language of Advertising Copywriting and Creative Development
3. Frameworks and good practice that deliver results
4. Hands-on application: workshop exercises and cases
5. Problem-solving clinic: participants' real challenges
6. Integrating Advertising Copywriting and Creative Development with day-to-day operations
7. Reporting, metrics and demonstrating value
8. Action planning: your first 90 days after the course

Upcoming Dates and Fees

DATES	VENUE	FEE (PER DELEGATE)
16 to 20 Nov 2026	Windhoek	**$1,650**
23 to 27 Nov 2026	Dar es Salaam	**$1,395**
30 Nov to 4 Dec 2026	Online	**$700**

LTC Consultants
Suite 601, Block 2, Monument Office Park, 79 Steenbok Ave, Monument Park, Pretoria, 0181, South Africa
+27 68 403 2806 | info@ltcconsultants.net | ltcconsultant.co.za
Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.