Artificial Intelligence in Business Development and Marketing

AI (Artificial Intelligence)

Course Overview

Artificial Intelligence in Business Development and Marketing: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa...

What You Will Achieve

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

Who Should Attend

IT professionals, analysts, digital transformation leads and managers seeking to apply modern technology in their organisations.

Course Outline

1. Setting the scene: Artificial Intelligence in Business Development and Marketing in today's organisation
2. Key concepts and the language of Artificial Intelligence in Business Development and Marketing
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 Artificial Intelligence in Business Development and Marketing 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)
9 to 13 Nov 2026	Gaborone	**$1,450**
16 to 20 Nov 2026	Kigali	**$1,550**
23 to 27 Nov 2026	Online	**$750**
30 Nov to 4 Dec 2026	Cape Town	**$1,395**

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Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.