Behavioural Economics and Psychology in Marketing

Sales and Marketing

Course Overview

Behavioural Economics and Psychology in Marketing: 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 Behavioural Economics and Psychology in Marketing
- Apply practical tools and techniques for Behavioural Economics and Psychology in Marketing in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Behavioural Economics and Psychology in Marketing 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: Behavioural Economics and Psychology in Marketing in today's organisation
2. Key concepts and the language of Behavioural Economics and Psychology in 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 Behavioural Economics and Psychology in 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)
2 to 6 Nov 2026	Cape Town	**$1,395**
9 to 13 Nov 2026	Lusaka	**$1,450**
23 to 27 Nov 2026	Maputo	**$1,450**
30 Nov to 4 Dec 2026	Johannesburg	**$1,450**

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.