

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)
21 to 25 Sep 2026	Dar es Salaam	\$1,395
28 Sep to 2 Oct 2026	Online	\$700
12 to 16 Oct 2026	Gaborone	\$1,395
19 to 23 Oct 2026	Kigali	\$1,550
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

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