Consumer Behaviour and Buyer Psychology for Marketers

Sales and Marketing

Course Overview

Consumer Behaviour and Buyer Psychology for Marketers: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa and...

What You Will Achieve

- Explain the core principles and current good practice in Consumer Behaviour and Buyer Psychology for Marketers
- Apply practical tools and techniques for Consumer Behaviour and Buyer Psychology for Marketers in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Consumer Behaviour and Buyer Psychology for Marketers 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. Foundations of Consumer Behaviour and Buyer Psychology for Marketers: principles, terminology and context
2. The business case: why Consumer Behaviour and Buyer Psychology for Marketers matters to performance
3. Core tools, frameworks and methods
4. Applying the tools: guided case study and exercises
5. Common pitfalls and how experienced practitioners avoid them
6. Working with stakeholders: communication and influence
7. Measuring results and continuous improvement
8. Personal action planning and course review

Upcoming Dates and Fees

DATES	VENUE	FEE (PER DELEGATE)
2 to 6 Nov 2026	Durban	**$1,550**
9 to 13 Nov 2026	Accra	**$1,550**
16 to 20 Nov 2026	Online	**$700**

23 to 27 Nov 2026	Johannesburg	**$1,450**
30 Nov to 4 Dec 2026	Lagos	**$1,395**
7 to 11 Dec 2026	Pretoria	**$1,650**

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