Corporate Social Responsibility and Community Engagement

Sales and Marketing

Course Overview

Corporate Social Responsibility and Community Engagement: 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 Corporate Social Responsibility and Community Engagement
- Apply practical tools and techniques for Corporate Social Responsibility and Community Engagement in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Corporate Social Responsibility and Community Engagement 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: Corporate Social Responsibility and Community Engagement in today's organisation
2. Key concepts and the language of Corporate Social Responsibility and Community Engagement
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 Corporate Social Responsibility and Community Engagement 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	Gaborone	**$1,450**
16 to 20 Nov 2026	Kigali	**$1,550**
30 Nov to 4 Dec 2026	Cape Town	**$1,550**

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