Fundamentals of Marketing

Sales and Marketing

Course Overview

Fundamentals of Marketing: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa and live online.

What You Will Achieve

- Explain the core principles and current good practice in Marketing
- Apply practical tools and techniques for Marketing in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine 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. Foundations of Marketing: principles, terminology and context
2. The business case: why Marketing 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	Pretoria	**$1,650**
9 to 13 Nov 2026	Windhoek	**$1,395**
16 to 20 Nov 2026	Dar es Salaam	**$1,450**
23 to 27 Nov 2026	Gaborone	**$1,395**
30 Nov to 4 Dec 2026	Kigali	**$1,650**
7 to 11 Dec 2026	Cape Town	**$1,650**

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