

Integrated Marketing Campaign Planning

Sales and Marketing

Course Overview

Integrated Marketing Campaign Planning: 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 Integrated Marketing Campaign Planning
- Apply practical tools and techniques for Integrated Marketing Campaign Planning in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Integrated Marketing Campaign Planning 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 Integrated Marketing Campaign Planning: principles, terminology and context
2. The business case: why Integrated Marketing Campaign Planning 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)
9 to 13 Nov 2026	Cairo	\$1,550
23 to 27 Nov 2026	Windhoek	\$1,550
7 to 11 Dec 2026	Dar es Salaam	\$1,450

LTC Consultants

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