International Petroleum Marketing

Oil and Gas

Course Overview

International Petroleum 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 International Petroleum Marketing
- Apply practical tools and techniques for International Petroleum Marketing in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine International Petroleum 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 International Petroleum Marketing: principles, terminology and context
2. The business case: why International Petroleum 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	Johannesburg	**$1,395**
9 to 13 Nov 2026	Durban	**$1,450**
16 to 20 Nov 2026	Accra	**$1,395**
23 to 27 Nov 2026	Online	**$700**
30 Nov to 4 Dec 2026	Lagos	**$1,650**
7 to 11 Dec 2026	Pretoria	**$1,650**

LTC Consultants
Suite 601, Block 2, Monument Office Park, 79 Steenbok Ave, Monument Park, Pretoria, 0181, South Africa
+27 68 403 2806 | info@ltcconsultants.net | ltcconsultant.co.za
Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.