Market and Competitive Intelligence Masterclass

Corporate Communications

Course Overview

Market and Competitive Intelligence Masterclass: a 3-day professional training course from LTC Consultants, delivered in-classroom across Africa and live...

What You Will Achieve

- Explain the core principles and current good practice in Market and Competitive Intelligence
- Apply practical tools and techniques for Market and Competitive Intelligence in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Market and Competitive Intelligence 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 Market and Competitive Intelligence: principles, terminology and context
2. The business case: why Market and Competitive Intelligence 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 11 Nov 2026	Nairobi	**$800**
16 to 18 Nov 2026	Kampala	**$900**
23 to 25 Nov 2026	Durban	**$950**
7 to 9 Dec 2026	Accra	**$900**
14 to 16 Dec 2026	Online	**$450**

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