

Market and Competitive Intelligence Masterclass

Corporate Communications

Course Overview

Market and Competitive Intelligence: a 3-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 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)
28 to 30 Sep 2026	Cape Town	\$900
5 to 7 Oct 2026	Lusaka	\$950
19 to 21 Oct 2026	Maputo	\$800
26 to 28 Oct 2026	Johannesburg	\$800
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

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.