

Market Leadership Marketing Strategies

Sales and Marketing

Course Overview

Market Leadership Marketing Strategies: 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 Market Leadership Marketing Strategies
- Apply practical tools and techniques for Market Leadership Marketing Strategies in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Market Leadership Marketing Strategies in practice
- Build a personal action plan to implement what you have learned

Who Should Attend

Directors, senior managers, heads of department, team leaders and high-potential professionals preparing for greater leadership responsibility.

Course Outline

1. Foundations of Market Leadership Marketing Strategies: principles, terminology and context
2. The business case: why Market Leadership Marketing Strategies 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)
21 to 25 Sep 2026	Dar es Salaam	\$1,550
28 Sep to 2 Oct 2026	Online	\$750
12 to 16 Oct 2026	Pretoria	\$1,450
26 to 30 Oct 2026	Gaborone	\$1,450
2 to 6 Nov 2026	Kigali	\$1,650
16 to 20 Nov 2026	Cape Town	\$1,650
23 to 27 Nov 2026	Lusaka	\$1,450
7 to 11 Dec 2026	Maputo	\$1,450

LTC Consultants

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