Market Research and Consumer Insights

Sales and Marketing

Course Overview

Market Research and Consumer Insights: 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 Research and Consumer Insights
- Apply practical tools and techniques for Market Research and Consumer Insights in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Market Research and Consumer Insights 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 Research and Consumer Insights: principles, terminology and context
2. The business case: why Market Research and Consumer Insights 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)
23 to 27 Nov 2026	Online	**$800**
30 Nov to 4 Dec 2026	Pretoria	**$1,550**
7 to 11 Dec 2026	Gaborone	**$1,650**

LTC Consultants

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