Marketing Budget Planning and Media Investment

Sales and Marketing

Course Overview

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

Who Should Attend

Finance managers, accountants, analysts, budget holders and professionals responsible for financial planning, control or reporting.

Course Outline

1. Foundations of Marketing Budget Planning and Media Investment: principles, terminology and context
2. The business case: why Marketing Budget Planning and Media Investment 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)
16 to 20 Nov 2026	Kigali	**$1,650**
23 to 27 Nov 2026	Online	**$700**
30 Nov to 4 Dec 2026	Cape Town	**$1,650**
7 to 11 Dec 2026	Lusaka	**$1,450**

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