Marketing Communications for Financial Services

Sales and Marketing

Course Overview

Marketing Communications for Financial Services: a 5-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 Marketing Communications for Financial Services
- Apply practical tools and techniques for Marketing Communications for Financial Services in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Marketing Communications for Financial Services 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 Communications for Financial Services: principles, terminology and context
2. The business case: why Marketing Communications for Financial Services 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)
2 to 6 Nov 2026	Accra	**$1,450**
16 to 20 Nov 2026	Online	**$800**
23 to 27 Nov 2026	Lagos	**$1,650**
30 Nov to 4 Dec 2026	Pretoria	**$1,550**
7 to 11 Dec 2026	Harare	**$1,550**

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