

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)
19 to 23 Oct 2026	Johannesburg	\$1,450
26 to 30 Oct 2026	Durban	\$1,395
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

LTC Consultants

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