Marketing for Manufacturers and Industrial Products

Sales and Marketing

Course Overview

Marketing for Manufacturers and Industrial Products: 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 for Manufacturers and Industrial Products
- Apply practical tools and techniques for Marketing for Manufacturers and Industrial Products in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Marketing for Manufacturers and Industrial Products 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. Setting the scene: Marketing for Manufacturers and Industrial Products in today's organisation
2. Key concepts and the language of Marketing for Manufacturers and Industrial Products
3. Frameworks and good practice that deliver results
4. Hands-on application: workshop exercises and cases
5. Problem-solving clinic: participants' real challenges
6. Integrating Marketing for Manufacturers and Industrial Products with day-to-day operations
7. Reporting, metrics and demonstrating value
8. Action planning: your first 90 days after the course

Upcoming Dates and Fees

DATES	VENUE	FEE (PER DELEGATE)
16 to 20 Nov 2026	Johannesburg	**$1,450**
23 to 27 Nov 2026	Durban	**$1,550**
30 Nov to 4 Dec 2026	Accra	**$1,650**

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