

Marketing Strategies and Planning

Sales and Marketing

Course Overview

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

Who Should Attend

Project managers, project engineers, planners, PMO staff and team members involved in delivering projects of any size.

Course Outline

1. Setting the scene: Marketing Strategies and Planning in today's organisation
2. Key concepts and the language of Marketing Strategies and Planning
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 Strategies and Planning 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)
14 to 18 Sep 2026	Lagos	\$1,550
28 Sep to 2 Oct 2026	Online	\$700
12 to 16 Oct 2026	Pretoria	\$1,550
19 to 23 Oct 2026	Harare	\$1,550
2 to 6 Nov 2026	Cairo	\$1,550
16 to 20 Nov 2026	Windhoek	\$1,395
30 Nov to 4 Dec 2026	Dar es Salaam	\$1,450

LTC Consultants

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