

# 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

Marketing, communications, PR and sales professionals, and managers responsible for brand, reputation or revenue growth.

## 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) |
|----------------------|---------------|--------------------|
| 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.