

Marketing Technology Stack and Customer Data Platform Management

Customer Service Management

Course Overview

Marketing Technology Stack and Customer Data Platform Management: a 5-day professional training course from LTC Consultants, delivered in-classroom across...

What You Will Achieve

- Explain the core principles and current good practice in Marketing Technology Stack and Customer Data Platform Management
- Apply practical tools and techniques for Marketing Technology Stack and Customer Data Platform Management in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Marketing Technology Stack and Customer Data Platform Management in practice
- Build a personal action plan to implement what you have learned

Who Should Attend

Directors, senior managers, heads of department, team leaders and high-potential professionals preparing for greater leadership responsibility.

Course Outline

1. Setting the scene: Marketing Technology Stack and Customer Data Platform Management in today's organisation
2. Key concepts and the language of Marketing Technology Stack and Customer Data Platform Management
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 Technology Stack and Customer Data Platform Management 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)
19 to 23 Oct 2026	Cape Town	\$1,450
26 to 30 Oct 2026	Lusaka	\$1,395

2 to 6 Nov 2026	Maputo	\$1,450
9 to 13 Nov 2026	Johannesburg	\$1,395
16 to 20 Nov 2026	Nairobi	\$1,450
23 to 27 Nov 2026	Kampala	\$1,550
30 Nov to 4 Dec 2026	Durban	\$1,650

LTC Consultants

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