# 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) |
|---|---|---|
| 2 to 6 Nov 2026 | Maputo | **$1,450** |
| 9 to 13 Nov 2026 | Johannesburg | **$1,395** |

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| 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** |

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