Mastering Sales and Marketing in the Age of New Social Media

Media Skills & Public Relations (PR)

Course Overview

Mastering Sales and Marketing in the Age of New Social Media: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa...

What You Will Achieve

- Explain the core principles and current good practice in Sales and Marketing in the Age of New Social Media
- Apply practical tools and techniques for Sales and Marketing in the Age of New Social Media in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Sales and Marketing in the Age of New Social Media 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: Sales and Marketing in the Age of New Social Media in today's organisation
2. Key concepts and the language of Sales and Marketing in the Age of New Social Media
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 Sales and Marketing in the Age of New Social Media 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	Online	**$750**
9 to 13 Nov 2026	Cape Town	**$1,650**
23 to 27 Nov 2026	Lusaka	**$1,395**
30 Nov to 4 Dec 2026	Maputo	**$1,395**

LTC Consultants
Suite 601, Block 2, Monument Office Park, 79 Steenbok Ave, Monument Park, Pretoria, 0181, South Africa
+27 68 403 2806 | info@ltcconsultants.net | ltcconsultant.co.za
Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.