

Oil Products Marketing

Oil and Gas

Course Overview

Oil Products Marketing: 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 Oil Products Marketing
- Apply practical tools and techniques for Oil Products Marketing in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Oil Products Marketing 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: Oil Products Marketing in today's organisation
2. Key concepts and the language of Oil Products Marketing
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 Oil Products Marketing 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	Dar es Salaam	\$1,650
16 to 20 Nov 2026	Gaborone	\$1,650
30 Nov to 4 Dec 2026	Kigali	\$1,550

LTC Consultants

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