

Port Marketing Business Development

Ships and Port Management Courses

Course Overview

Port Marketing Business Development: 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 Port Marketing Business Development
- Apply practical tools and techniques for Port Marketing Business Development in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Port Marketing Business Development 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. Foundations of Port Marketing Business Development: principles, terminology and context
2. The business case: why Port Marketing Business Development matters to performance
3. Core tools, frameworks and methods
4. Applying the tools: guided case study and exercises
5. Common pitfalls and how experienced practitioners avoid them
6. Working with stakeholders: communication and influence
7. Measuring results and continuous improvement
8. Personal action planning and course review

Upcoming Dates and Fees

DATES	VENUE	FEE (PER DELEGATE)
21 to 25 Sep 2026	Maputo	\$1,395
5 to 9 Oct 2026	Johannesburg	\$1,450
19 to 23 Oct 2026	Cape Town	\$1,650
26 to 30 Oct 2026	Nairobi	\$1,650
9 to 13 Nov 2026	Kampala	\$1,650
23 to 27 Nov 2026	Durban	\$1,395
7 to 11 Dec 2026	Accra	\$1,550

LTC Consultants

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