Product Management and New Product Launch

Sales and Marketing

Course Overview

Product Management and New Product Launch: 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 Product Management and New Product Launch
- Apply practical tools and techniques for Product Management and New Product Launch in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Product Management and New Product Launch 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: Product Management and New Product Launch in today's organisation
2. Key concepts and the language of Product Management and New Product Launch
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 Product Management and New Product Launch 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	**$1,650**
16 to 20 Nov 2026	Cape Town	**$1,550**
23 to 27 Nov 2026	Nairobi	**$1,650**
30 Nov to 4 Dec 2026	Kampala	**$1,650**

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