Strategic Brand Management and Positioning

Sales and Marketing

Course Overview

Strategic Brand Management and Positioning: 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 Strategic Brand Management and Positioning
- Apply practical tools and techniques for Strategic Brand Management and Positioning in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Strategic Brand Management and Positioning 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: Strategic Brand Management and Positioning in today's organisation
2. Key concepts and the language of Strategic Brand Management and Positioning
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 Strategic Brand Management and Positioning 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)
9 to 13 Nov 2026	Harare	**$1,395**
16 to 20 Nov 2026	Cairo	**$1,450**
23 to 27 Nov 2026	Online	**$800**
30 Nov to 4 Dec 2026	Pretoria	**$1,550**

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