

Strategic Brand Positioning and Marketing Developing the Right Position

Sales and Marketing

Course Overview

Strategic Brand Positioning and Marketing Developing the Right Position: a 5-day professional training course from LTC Consultants, delivered in-classroom...

What You Will Achieve

- Explain the core principles and current good practice in Strategic Brand Positioning and Marketing Developing the Right Position
- Apply practical tools and techniques for Strategic Brand Positioning and Marketing Developing the Right Position in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Strategic Brand Positioning and Marketing Developing the Right Position 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. Foundations of Strategic Brand Positioning and Marketing Developing the Right Position: principles, terminology and context
2. The business case: why Strategic Brand Positioning and Marketing Developing the Right Position 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)
2 to 6 Nov 2026	Dar es Salaam	\$1,450
9 to 13 Nov 2026	Gaborone	\$1,450
23 to 27 Nov 2026	Kigali	\$1,395

30 Nov to 4 Dec 2026	Cape Town	\$1,395
7 to 11 Dec 2026	Lusaka	\$1,395

LTC Consultants

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