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)
21 to 25 Sep 2026	Harare	**$1,550**
28 Sep to 2 Oct 2026	Cairo	**$1,450**
5 to 9 Oct 2026	Online	**$800**

19 to 23 Oct 2026	Pretoria	**$1,650**
26 to 30 Oct 2026	Windhoek	**$1,395**
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
Suite 601, Block 2, Monument Office Park, 79 Steenbok Ave, Monument Park, Pretoria, 0181, South Africa
+27 68 403 2806 | info@ltcconsultants.net | ltcconsultant.co.za
Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.