Strategic Media Planning

Media Skills & Public Relations (PR)

Course Overview

Strategic Media Planning: 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 Media Planning
- Apply practical tools and techniques for Strategic Media Planning in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Strategic Media Planning 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 Media Planning: principles, terminology and context
2. The business case: why Strategic Media Planning 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	Online	**$750**
9 to 13 Nov 2026	Lagos	**$1,395**
23 to 27 Nov 2026	Pretoria	**$1,395**
7 to 11 Dec 2026	Harare	**$1,450**

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.