

The Certified Marketing Professional

Sales and Marketing

Course Overview

The Certified Marketing Professional: 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 The Certified Marketing Professional
- Apply practical tools and techniques for The Certified Marketing Professional in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine The Certified Marketing Professional 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. Setting the scene: The Certified Marketing Professional in today's organisation
2. Key concepts and the language of The Certified Marketing Professional
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 The Certified Marketing Professional 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)
21 to 25 Sep 2026	Online	\$800
28 Sep to 2 Oct 2026	Pretoria	\$1,395
5 to 9 Oct 2026	Harare	\$1,550
12 to 16 Oct 2026	Cairo	\$1,450
19 to 23 Oct 2026	Windhoek	\$1,550
2 to 6 Nov 2026	Dar es Salaam	\$1,450
9 to 13 Nov 2026	Gaborone	\$1,395
16 to 20 Nov 2026	Kigali	\$1,395
23 to 27 Nov 2026	Cape Town	\$1,450

30 Nov to 4 Dec 2026

Lusaka

\$1,450

LTC Consultants

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