Marketing Analytics and Return on Investment Measurement

Sales and Marketing

Course Overview

Marketing Analytics and Return on Investment Measurement: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa and...

What You Will Achieve

- Explain the core principles and current good practice in Marketing Analytics and Return on Investment Measurement
- Apply practical tools and techniques for Marketing Analytics and Return on Investment Measurement in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Marketing Analytics and Return on Investment Measurement in practice
- Build a personal action plan to implement what you have learned

Who Should Attend

Finance managers, accountants, analysts, budget holders and professionals responsible for financial planning, control or reporting.

Course Outline

1. Foundations of Marketing Analytics and Return on Investment Measurement: principles, terminology and context
2. The business case: why Marketing Analytics and Return on Investment Measurement 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	Johannesburg	**$1,550**
9 to 13 Nov 2026	Durban	**$1,550**
16 to 20 Nov 2026	Accra	**$1,550**

23 to 27 Nov 2026	Online	**$800**
30 Nov to 4 Dec 2026	Lagos	**$1,395**
7 to 11 Dec 2026	Pretoria	**$1,650**

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