

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...

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)
12 to 16 Oct 2026	Cape Town	\$1,395
19 to 23 Oct 2026	Nairobi	\$1,650
26 to 30 Oct 2026	Kampala	\$1,395

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

LTC Consultants

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