Marketing Attribution and Media Mix Analysis

Sales and Marketing

Course Overview

Marketing Attribution and Media Mix Analysis: 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 Marketing Attribution and Media Mix Analysis
- Apply practical tools and techniques for Marketing Attribution and Media Mix Analysis in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Marketing Attribution and Media Mix Analysis 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 Marketing Attribution and Media Mix Analysis: principles, terminology and context
2. The business case: why Marketing Attribution and Media Mix Analysis 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)
23 to 27 Nov 2026	Accra	**$1,450**
30 Nov to 4 Dec 2026	Online	**$700**
7 to 11 Dec 2026	Johannesburg	**$1,650**

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.