

**measuring roi in learning pdf**

Return on marketing investment (ROMI) is the contribution to profit attributable to marketing (net of marketing spending), divided by the marketing 'invested' or risked. ROMI is not like the other 'return-on-investment' (ROI) metrics because marketing is not the same kind of investment. Instead of money that is 'tied' up in plants and inventories (often considered capital expenditure or CAPEX ...

**Return on marketing investment - Wikipedia**

Kirkpatrick's Four Levels of Training Evaluation in Detail This grid illustrates the Kirkpatrick's structure detail, and particularly the modern-day interpretation of the Kirkpatrick learning

**Kirkpatrick's Four Levels of Training Evaluation in Detail**

The guide is designed to inform and influence key agency stakeholders as well as to encourage ongoing improvement by those with direct responsibility for learning and development.

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