



Marketing Strategy & Branding

Administration, Communication & Customer Service

QGT-ADM-113 | Foundation | 5 or 10 days | Online, classroom, in-house

Course overview

Marketing Strategy & Branding is an introduction that builds a solid working knowledge in Marketing Strategy & Branding. It covers the principles, the requirements of international service and communication best practice, and the practical methods used on site, with case studies from operations in the Gulf, Africa and worldwide. Available online, in the classroom in 60 cities, or in-house.

What participants will be able to do

- Explain the principles, terminology and scope of Marketing Strategy & Branding
- Apply the relevant requirements of international service and communication best practice
- Use practical tools, checklists and calculations with confidence
- Recognise common problems, risks and root causes and choose the right corrective action
- Prepare an improvement plan for their own site or organisation

Who should attend

Designed for administrative staff, executive assistants, marketing, sales and customer-facing teams, new joiners and anyone who needs a solid grounding in the subject.

Course outline (5 days)

Day 1: Principles and terminology

Scope, key definitions and how Marketing Strategy & Branding fits into daily operations

Day 2: Codes, standards and requirements

What international service and communication best practice require, and how to read them

Day 3: Methods, tools and calculations

Step-by-step methods, checklists and worked examples

Day 4: Operation, inspection and common problems

Typical failures, warning signs and what to do about them

Day 5: Case studies, workshop and assessment

Group exercise on real cases and a final knowledge check

What the 10-day edition adds

Day 6: Applied project, part 1 – Apply the week-one methods to a case from your organisation

Day 7: Data and digital tools – Software, spreadsheets and digital tools used in practice

Day 8: Lessons from incidents and audits – What investigations and audit findings teach

Day 9: Applied project, part 2 – Complete, test and refine your solution

Day 10: Presentations and final assessment – Present to the group and complete the final assessment

Fees (USD per participant)

Duration	Live online	Classroom	In-house
5 days	\$3,000	\$5,500	On quote
10 days	\$5,500	\$9,900	On quote

Fees include course material and certificate of completion; classroom fees include refreshments and lunch. In-house training is priced per group.

Dates and cities 2027–2030

Dates	City	Format	Duration	Fee
1–5 Mar 2027	Johannesburg	Classroom	5 days	\$5,500
21 Jun – 2 Jul 2027	Prague	Classroom	10 days	\$9,900
29 Aug – 2 Sep 2027	Sharm El Sheikh	Classroom	5 days	\$5,500
18–29 Oct 2027	Marrakech	Classroom	10 days	\$9,900
22–26 Nov 2027	Online (live)	Online (live)	5 days	\$3,000
17–21 Apr 2028	Accra	Classroom	5 days	\$5,500
29 May – 9 Jun 2028	Dubai	Classroom	10 days	\$9,900
31 Jul – 4 Aug 2028	Budapest	Classroom	5 days	\$5,500
1–12 Oct 2028	Cairo	Classroom	10 days	\$9,900
6–10 Nov 2028	Online (live)	Online (live)	5 days	\$3,000
22–26 Jan 2029	Madrid	Classroom	5 days	\$5,500
5–16 Feb 2029	Marrakech	Classroom	10 days	\$9,900
2–6 Sep 2029	Al Khobar	Classroom	5 days	\$5,500
8–19 Oct 2029	Copenhagen	Classroom	10 days	\$9,900
29 Oct – 2 Nov 2029	Online (live)	Online (live)	5 days	\$3,000
7–11 Jan 2030	Rome	Classroom	5 days	\$5,500
4–15 Mar 2030	Budapest	Classroom	10 days	\$9,900
25–29 Mar 2030	London	Classroom	5 days	\$5,500
3–14 Jun 2030	Nairobi	Classroom	10 days	\$9,900
22–26 Jul 2030	Online (live)	Online (live)	5 days	\$3,000

How to register

Register online or scan the code

<https://qimmatrainig.com/courses/marketing-strategy-and-branding/>

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