



Marketing Strategy & Branding Masterclass

Administration, Communication & Customer Service

QGT-ADM-167 | Masterclass | 5 or 10 days | Online, classroom, in-house

Course overview

Marketing Strategy & Branding Masterclass is a senior-level masterclass on strategy and performance 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
- Build a business case and roadmap their leadership team can act on

Who should attend

Designed for administrative staff, executive assistants, marketing, sales and customer-facing teams in senior and leadership roles.

Course outline (5 days)

Day 1: Strategic view of Marketing Strategy & Branding

Trends, regulation and what leading companies do differently

Day 2: Benchmarking and performance

KPIs, maturity models and gap analysis

Day 3: Lessons from major incidents and projects

Decision points that changed outcomes

Day 4: Leading the change

Building the business case, budget and team capability

Day 5: Masterclass forum

Expert panel, peer exchange and personal roadmap

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
17–21 Jan 2027	Dammam	Classroom	5 days	\$5,500
25 Jan – 5 Feb 2027	Sharjah	Classroom	10 days	\$9,900
1–5 Mar 2027	Casablanca	Classroom	5 days	\$5,500
3–14 May 2027	Singapore	Classroom	10 days	\$9,900
15–19 Nov 2027	Online (live)	Online (live)	5 days	\$3,000
7–11 Feb 2028	Zurich	Classroom	5 days	\$5,500
6–17 Mar 2028	Tbilisi	Classroom	10 days	\$9,900
15–19 May 2028	Casablanca	Classroom	5 days	\$5,500
9–20 Jul 2028	Jeddah	Classroom	10 days	\$9,900
27 Nov – 1 Dec 2028	Online (live)	Online (live)	5 days	\$3,000
4–8 Jun 2029	Luanda	Classroom	5 days	\$5,500
6–17 Aug 2029	Cape Town	Classroom	10 days	\$9,900
3–7 Sep 2029	Istanbul	Classroom	5 days	\$5,500
15–26 Oct 2029	Singapore	Classroom	10 days	\$9,900
26–30 Nov 2029	Online (live)	Online (live)	5 days	\$3,000
3–7 Feb 2030	Amman	Classroom	5 days	\$5,500
8–19 Jul 2030	Stockholm	Classroom	10 days	\$9,900
19–23 Aug 2030	Kigali	Classroom	5 days	\$5,500
9–20 Sep 2030	London	Classroom	10 days	\$9,900
30 Sep – 4 Oct 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-masterclass/>

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