



Marketing Strategy & Branding: Practical Workshop

Administration, Communication & Customer Service

QGT-ADM-149 | Practical workshop | 5 or 10 days | Online, classroom, in-house

Course overview

Marketing Strategy & Branding: Practical Workshop is a hands-on workshop built around exercises and real site problems 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 who want practice rather than theory.

Course outline (5 days)

Day 1: Workshop briefing and baseline

Participants bring a real problem from their own site

Day 2: Guided practice 1

Hands-on exercises using templates, checklists and calculators

Day 3: Guided practice 2

Simulations and role-play based on Marketing Strategy & Branding scenarios

Day 4: Field cases from the Gulf and Africa

Analysing what went wrong and what worked

Day 5: Action plan and peer review

Each participant leaves with a reviewed improvement plan

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
14–18 Mar 2027	Amman	Classroom	5 days	\$5,500
19–30 Apr 2027	Casablanca	Classroom	10 days	\$9,900
25–29 Apr 2027	Manama	Classroom	5 days	\$5,500
4–15 Oct 2027	Milan	Classroom	10 days	\$9,900
6–10 Dec 2027	Online (live)	Online (live)	5 days	\$3,000
5–9 Mar 2028	Amman	Classroom	5 days	\$5,500
14–25 Aug 2028	London	Classroom	10 days	\$9,900
3–7 Sep 2028	Riyadh	Classroom	5 days	\$5,500
16–27 Oct 2028	Dubai	Classroom	10 days	\$9,900
6–10 Nov 2028	Online (live)	Online (live)	5 days	\$3,000
7–11 Jan 2029	Algiers	Classroom	5 days	\$5,500
5–16 Feb 2029	Nairobi	Classroom	10 days	\$9,900
21–25 May 2029	Zurich	Classroom	5 days	\$5,500
23 Jul – 3 Aug 2029	Dublin	Classroom	10 days	\$9,900
15–19 Oct 2029	Online (live)	Online (live)	5 days	\$3,000
18–22 Feb 2030	Amsterdam	Classroom	5 days	\$5,500
3–14 Mar 2030	Salalah	Classroom	10 days	\$9,900
23–27 Jun 2030	Algiers	Classroom	5 days	\$5,500
23 Sep – 4 Oct 2030	Tbilisi	Classroom	10 days	\$9,900
7–11 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-practical-workshop/>

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