Garnet
Garnet Global Training Center

GGT-MD-124

Media, Journalism & Digital Content

Content Marketing

التسويق بالمحتوى

Duration	Language	Formats	Hours	Level
5 or 10 days	**English or Arabic**	**Classroom, online, in-house**	**35 / 70**	**Intermediate (practitioner)**

Overview

Content Marketing focuses on how the work is actually done: the methods, checks and decisions practitioners use every day, illustrated with real cases from the region. Programs for newsrooms, communication teams and content creators. It runs as a 5-day or 10-day program in English or Arabic, in classrooms in Dubai, Riyadh, Cairo, London, Istanbul and other cities, or live online, and can be delivered in-house.

What you will be able to do

- Apply the methods and standards of Content Marketing to real tasks.
- Use the right tools, checks and calculations step by step.
- Diagnose common problems and identify root causes.
- Interpret data and results correctly and act on them.
- Follow safe, compliant and documented work practices.

Who should attend

Journalists, media officers, content creators and spokespersons. Practitioners with one to five years of experience benefit most.

Key topics

- Storytelling and structure
- Writing for media
- Visual and video content
- Media ethics and law
- Audience analytics
- On-camera skills

Formats and fees

5-day classroom	**USD 4,750**
5-day online	**USD 2,950**
10-day classroom	**USD 8,950**
10-day online	**USD 5,450**
In-house	**Quotation per group**

Fees per participant, excluding VAT.

Register or ask

WhatsApp: +971 56 674 7382

Email: info@garnettrainings.com

Training: training@garnettrainings.com

Web: garnettrainings.com

Sharjah Publishing City Free Zone, Sharjah, UAE

Certificate

Participants who attend at least 90% of sessions and complete the final assessment receive a certificate of completion stating 35 contact hours (5-day) or 70 contact hours (10-day).

5-day outline

Day 1 Content Marketing: principles and standards
- Visual and video content
- Measurement and reporting

Day 2 Methods and tools in practice
- Media ethics and law
- Audience analytics

Day 3 Diagnosis and problem solving
- On-camera skills
- Hands-on workshop on a workplace challenge

Day 4 Quality, safety and documentation
- Storytelling and structure
- Common mistakes and how to avoid them

Day 5 Workshop, assessment and action plan
- Writing for media
- Regional and international case studies

10-day outline

Day 1 Content Marketing: principles and standards
- Visual and video content
- Measurement and reporting

Day 2 Methods and tools in practice
- Media ethics and law
- Audience analytics

Day 3 Diagnosis and problem solving
- On-camera skills
- Hands-on workshop on a workplace challenge

Day 4 Quality, safety and documentation
- Storytelling and structure
- Common mistakes and how to avoid them

Day 5 Workshop, assessment and action plan
- Writing for media
- Regional and international case studies

Day 6 Advanced techniques and specialist practice
- Complex cases in depth
- Checklists and templates to take away

Day 7 Digital tools, data and automation
- Analysis tools and software
- Using AI in this field

Day 8 Benchmarking against international practice
- Global performance benchmarks
- Group discussion and peer review

Day 9 Capstone project
- Analyse a real challenge from your organisation
- Build the solution and implementation plan

Day 10 Presentations, final assessment and certificates
- Project presentations and review
- Final exam and certificate award

Schedule 2027–2030

Dates	Format	City	Language	Fee (USD)
18–22 Jan 2027	5-day online	Live online	English	2,950
4–8 Apr 2027	5-day classroom	Riyadh	Arabic	4,750
14–18 Jun 2027	5-day classroom	Kuala Lumpur	English	4,750
5–16 Sep 2027	10-day classroom	Kuwait City	English	8,950
2–13 Apr 2028	10-day classroom	Riyadh	English	8,950
14–18 May 2028	5-day classroom	Kuwait City	Arabic	4,750
12–23 Jun 2028	10-day online	Live online	Arabic	5,450
11–15 Sep 2028	5-day classroom	Kuala Lumpur	English	4,750
12–16 Feb 2029	5-day classroom	Dubai	Arabic	4,750
14–18 May 2029	5-day online	Live online	Arabic	2,950

Dates	Format	City	Language	Fee (USD)
10–21 Jun 2029	10-day classroom	Kuwait City	Arabic	8,950
4–8 Nov 2029	5-day classroom	Cairo	English	4,750
17–21 Feb 2030	5-day classroom	Riyadh	Arabic	4,750
1–5 Apr 2030	5-day classroom	Abu Dhabi	Arabic	4,750
15–26 Jul 2030	10-day online	Live online	Arabic	5,450
3–14 Nov 2030	10-day classroom	Amman	Arabic	8,950

Customised and in-house versions of this course are available on request. garnettrainings.com/en/customise/