Garnet
Garnet Global Training Center

GGT-MK-127

Marketing, Sales & Communication

Copywriting for Marketing

كتابة النصوص التسويقية

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

Overview

Copywriting for Marketing turns established good practice into step-by-step methods that participants rehearse in exercises and then apply at work. Win and keep customers with sharper strategy, selling and communication. You can join a public session in one of 20 cities or live online, in English or Arabic, or bring the course in-house with examples from your own operations.

What you will be able to do

- Apply the methods and standards of Copywriting for Marketing to real tasks.
- Diagnose common problems and identify root causes.
- Interpret data and results correctly and act on them.
- Follow safe, compliant and documented work practices.
- Avoid the mistakes that most often cause rework or failure.

Who should attend

Marketing and sales teams, account managers, PR and communication specialists. Practitioners with one to five years of experience benefit most.

Key topics

- Customer insight and segmentation
- Brand and positioning
- Digital channels and content
- Sales process and negotiation
- Measurement and ROI
- Media and stakeholder communication

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 Copywriting for Marketing: principles and standards

- Customer insight and segmentation
- Measurement and reporting

Day 2 Methods and tools in practice

- Brand and positioning
- Digital channels and content

Day 3 Diagnosis and problem solving

- Sales process and negotiation
- Hands-on workshop on a workplace challenge

Day 4 Quality, safety and documentation

- Measurement and ROI
- Common mistakes and how to avoid them

Day 5 Workshop, assessment and action plan

- Media and stakeholder communication
- Regional and international case studies

10-day outline

Day 1 Copywriting for Marketing: principles and standards

- Customer insight and segmentation
- Measurement and reporting

Day 2 Methods and tools in practice

- Brand and positioning
- Digital channels and content

Day 3 Diagnosis and problem solving

- Sales process and negotiation
- Hands-on workshop on a workplace challenge

Day 4 Quality, safety and documentation

- Measurement and ROI
- Common mistakes and how to avoid them

Day 5 Workshop, assessment and action plan

- Media and stakeholder communication
- 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)
4–8 Jan 2027	5-day online	Live online	Arabic	2,950
1–5 Feb 2027	5-day classroom	Amsterdam	English	4,750
2–6 May 2027	5-day classroom	Cairo	Arabic	4,750
8–19 Nov 2027	10-day classroom	Istanbul	English	8,950
10–21 Jan 2028	10-day online	Live online	Arabic	5,450
10–21 Apr 2028	10-day classroom	London	English	8,950
5–9 Jun 2028	5-day classroom	Abu Dhabi	Arabic	4,750
18–22 Dec 2028	5-day classroom	Kuala Lumpur	English	4,750
15–19 Jan 2029	5-day classroom	Istanbul	English	4,750

Dates	Format	City	Language	Fee (USD)
12–16 Mar 2029	5-day classroom	London	English	4,750
5–16 Aug 2029	10-day classroom	Cairo	English	8,950
8–12 Oct 2029	5-day online	Live online	English	2,950
18–22 Feb 2030	5-day classroom	Dubai	English	4,750
11–15 Aug 2030	5-day classroom	Manama	English	4,750
15–26 Sep 2030	10-day classroom	Riyadh	Arabic	8,950
9–20 Dec 2030	10-day online	Live online	English	5,450

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