Garnet
Garnet Global Training Center

GGT-MK-102

Marketing, Sales & Communication

Digital Marketing & Social Media

التسويق الرقمي ووسائل التواصل الاجتماعي

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

Overview

Participants in Digital Marketing & Social Media practise the methods, tools and standards they need to perform reliably and solve problems on the job. 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 Digital Marketing & Social Media 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

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 Digital Marketing & Social Media: principles and standards

- Brand and positioning
- Hands-on workshop on a workplace challenge

Day 2 Methods and tools in practice

- Digital channels and content
- Sales process and negotiation

Day 3 Diagnosis and problem solving

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

Day 4 Quality, safety and documentation

- Media and stakeholder communication
- Regional and international case studies

Day 5 Workshop, assessment and action plan

- Customer insight and segmentation
- Checklists and templates to take away

10-day outline

Day 1 Digital Marketing & Social Media: principles and standards

- Brand and positioning
- Hands-on workshop on a workplace challenge

Day 2 Methods and tools in practice

- Digital channels and content
- Sales process and negotiation

Day 3 Diagnosis and problem solving

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

Day 4 Quality, safety and documentation

- Media and stakeholder communication
- Regional and international case studies

Day 5 Workshop, assessment and action plan

- Customer insight and segmentation
- Checklists and templates to take away

Day 6 Advanced techniques and specialist practice

- Complex cases in depth
- Group discussion and peer review

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
- Measurement and reporting

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)
15–26 Feb 2027	10-day classroom	Vienna	English	8,950
12–16 Apr 2027	5-day classroom	Dubai	English	4,750
5–9 Jul 2027	5-day classroom	Amsterdam	English	4,750
13–17 Sep 2027	5-day online	Live online	Arabic	2,950
10–14 Jan 2028	5-day classroom	Dubai	English	4,750
6–10 Feb 2028	5-day classroom	Doha	English	4,750
1–12 May 2028	10-day online	Live online	Arabic	5,450
4–15 Sep 2028	10-day classroom	Vienna	English	8,950
8–12 Jan 2029	5-day classroom	Dubai	Arabic	4,750

Dates	Format	City	Language	Fee (USD)
12–23 Mar 2029	10-day classroom	Barcelona	English	8,950
17–21 Sep 2029	5-day classroom	Geneva	English	4,750
5–9 Nov 2029	5-day online	Live online	Arabic	2,950
4–15 Feb 2030	10-day classroom	London	English	8,950
21–25 Apr 2030	5-day classroom	Cairo	English	4,750
6–17 May 2030	10-day online	Live online	English	5,450
9–13 Jun 2030	5-day classroom	Muscat	Arabic	4,750

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