Garnet
Garnet Global Training Center

GGT-MK-124

Marketing, Sales & Communication

Email Marketing & Automation

التسويق بالبريد الإلكتروني والأتمتة

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

Overview

Email Marketing & Automation focuses on how the work is actually done: the methods, checks and decisions practitioners use every day, illustrated with real cases from the region. Win and keep customers with sharper strategy, selling and communication. Choose 5 or 10 days, classroom or live online, English or Arabic; organisations can also run it in-house and adapt the examples to their own work.

What you will be able to do

- Apply the methods and standards of Email Marketing & Automation to real tasks.
- Follow safe, compliant and documented work practices.
- Avoid the mistakes that most often cause rework or failure.
- Share good practice with your team.
- Use the right tools, checks and calculations step by step.

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

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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 Email Marketing & Automation: principles and standards

- Media and stakeholder communication
- Measurement and reporting

Day 2 Methods and tools in practice

- Customer insight and segmentation
- Brand and positioning

Day 3 Diagnosis and problem solving

- Digital channels and content
- Hands-on workshop on a workplace challenge

Day 4 Quality, safety and documentation

- Sales process and negotiation
- Common mistakes and how to avoid them

Day 5 Workshop, assessment and action plan

- Measurement and ROI
- Regional and international case studies

10-day outline

Day 1 Email Marketing & Automation: principles and standards

- Media and stakeholder communication
- Measurement and reporting

Day 2 Methods and tools in practice

- Customer insight and segmentation
- Brand and positioning

Day 3 Diagnosis and problem solving

- Digital channels and content
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Day 4 Quality, safety and documentation

- Sales process and negotiation
- Common mistakes and how to avoid them

Day 5 Workshop, assessment and action plan

- Measurement and ROI
- 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)
3–7 Jan 2027	5-day classroom	Kuwait City	Arabic	4,750
15–19 Mar 2027	5-day online	Live online	Arabic	2,950
19–30 Apr 2027	10-day classroom	London	English	8,950
16–20 Aug 2027	5-day classroom	Dubai	Arabic	4,750
14–18 Feb 2028	5-day classroom	Istanbul	English	4,750
11–15 Jun 2028	5-day classroom	Riyadh	English	4,750
6–17 Nov 2028	10-day online	Live online	English	5,450
17–28 Dec 2028	10-day classroom	Muscat	Arabic	8,950
16–20 Apr 2029	5-day online	Live online	English	2,950

Dates	Format	City	Language	Fee (USD)
18–22 Jun 2029	5-day classroom	Geneva	English	4,750
5–9 Aug 2029	5-day classroom	Jeddah	Arabic	4,750
11–22 Nov 2029	10-day classroom	Manama	Arabic	8,950
7–18 Jan 2030	10-day classroom	London	English	8,950
7–11 Jul 2030	5-day classroom	Muscat	Arabic	4,750
7–11 Oct 2030	5-day classroom	Vienna	English	4,750
9–20 Dec 2030	10-day online	Live online	Arabic	5,450

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