Garnet
Garnet Global Training Center

GGT-MK-116

Marketing, Sales & Communication

# Marketing Analytics

تحليلات التسويق

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

## Overview

Participants in Marketing Analytics 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. 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 Marketing Analytics to real tasks.
- 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.
- Share good practice with your team.

## 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 Marketing Analytics: principles and standards
- Sales process and negotiation
- Measurement and reporting

### Day 2 Methods and tools in practice
- Measurement and ROI
- Media and stakeholder communication

### Day 3 Diagnosis and problem solving
- Customer insight and segmentation
- Hands-on workshop on a workplace challenge

### Day 4 Quality, safety and documentation
- Brand and positioning
- Common mistakes and how to avoid them

### Day 5 Workshop, assessment and action plan
- Digital channels and content
- Regional and international case studies

## 10-day outline

### Day 1 Marketing Analytics: principles and standards
- Sales process and negotiation
- Measurement and reporting

### Day 2 Methods and tools in practice
- Measurement and ROI
- Media and stakeholder communication

### Day 3 Diagnosis and problem solving
- Customer insight and segmentation
- Hands-on workshop on a workplace challenge

### Day 4 Quality, safety and documentation
- Brand and positioning
- Common mistakes and how to avoid them

### Day 5 Workshop, assessment and action plan
- Digital channels and content
- 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 | Arabic | 2,950 |
| 7–11 Mar 2027 | 5-day classroom | Riyadh | Arabic | 4,750 |
| 3–7 May 2027 | 5-day classroom | Amsterdam | English | 4,750 |
| 11–22 Jul 2027 | 10-day classroom | Jeddah | English | 8,950 |
| 10–21 Jan 2028 | 10-day online | Live online | English | 5,450 |
| 10–21 Apr 2028 | 10-day classroom | Istanbul | English | 8,950 |
| 1–5 May 2028 | 5-day classroom | London | English | 4,750 |
| 9–13 Oct 2028 | 5-day classroom | Kuala Lumpur | English | 4,750 |
| 19–23 Feb 2029 | 5-day online | Live online | English | 2,950 |
| 1–5 Jul 2029 | 5-day classroom | Doha | English | 4,750 |

| Dates | Format | City | Language | Fee (USD) |
|---|---|---|---|---|
| 5–9 Nov 2029 | 5-day classroom | Paris | English | 4,750 |
| 17–28 Dec 2029 | 10-day classroom | Dubai | English | 8,950 |
| 13–24 Jan 2030 | 10-day classroom | Kuwait City | English | 8,950 |
| 8–12 Sep 2030 | 5-day classroom | Muscat | Arabic | 4,750 |
| 13–17 Oct 2030 | 5-day classroom | Riyadh | Arabic | 4,750 |
| 11–22 Nov 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/