Garnet
Garnet Global Training Center

GGT-MK-119

Marketing, Sales & Communication

Marketing Fundamentals

أساسيات التسويق

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

Overview

This course builds a solid base in Marketing Fundamentals, starting from first principles and moving quickly to the everyday tasks participants meet 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

- Explain the key concepts, terms and standards of Marketing Fundamentals.
- Plan the next steps in your own learning.
- Recognise the main hazards, errors and misconceptions newcomers face.
- Carry out basic tasks correctly using simple checklists and tools.
- Read and use the documents, forms and data common in this field.

Who should attend

Marketing and sales teams, account managers, PR and communication specialists. No prior experience is required; it also suits new hires, graduates and staff moving into this field.

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 Introduction to Marketing Fundamentals
- Sales process and negotiation
- Measurement and reporting

Day 2 Core concepts and terminology
- Measurement and ROI
- Media and stakeholder communication

Day 3 Basic methods and tools
- Customer insight and segmentation
- Hands-on workshop on a workplace challenge

Day 4 Working safely and correctly
- Brand and positioning
- Common mistakes and how to avoid them

Day 5 Practical exercises and review
- Digital channels and content
- Regional and international case studies

10-day outline

Day 1 Introduction to Marketing Fundamentals
- Sales process and negotiation
- Measurement and reporting

Day 2 Core concepts and terminology
- Measurement and ROI
- Media and stakeholder communication

Day 3 Basic methods and tools
- Customer insight and segmentation
- Hands-on workshop on a workplace challenge

Day 4 Working safely and correctly
- Brand and positioning
- Common mistakes and how to avoid them

Day 5 Practical exercises and review
- 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)
15–19 Mar 2027	5-day classroom	London	English	4,750
12–16 Jul 2027	5-day online	Live online	English	2,950
9–20 Aug 2027	10-day classroom	Abu Dhabi	Arabic	8,950
5–9 Sep 2027	5-day classroom	Amman	English	4,750
17–28 Jan 2028	10-day classroom	Kuala Lumpur	English	8,950
5–9 Mar 2028	5-day classroom	Jeddah	English	4,750
9–20 Oct 2028	10-day online	Live online	English	5,450
10–14 Dec 2028	5-day classroom	Riyadh	English	4,750
5–16 Mar 2029	10-day classroom	Casablanca	English	8,950
10–14 Sep 2029	5-day classroom	Kuala Lumpur	English	4,750

Dates	Format	City	Language	Fee (USD)
12–16 Nov 2029	5-day classroom	Istanbul	English	4,750
17–21 Dec 2029	5-day online	Live online	Arabic	2,950
18–29 Mar 2030	10-day online	Live online	English	5,450
1–5 Apr 2030	5-day classroom	Barcelona	English	4,750
4–15 Aug 2030	10-day classroom	Cairo	Arabic	8,950
3–7 Nov 2030	5-day classroom	Riyadh	English	4,750

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