Garnet
Garnet Global Training Center

GGT-MK-120

Marketing, Sales & Communication

Marketing Plan Development

إعداد الخطة التسويقية

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

Overview

Marketing Plan Development 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 Marketing Plan Development 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

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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 Marketing Plan Development: principles and standards

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

Day 2 Methods and tools in practice

- Media and stakeholder communication
- Customer insight and segmentation

Day 3 Diagnosis and problem solving

- Brand and positioning
- Regional and international case studies

Day 4 Quality, safety and documentation

- Digital channels and content
- Checklists and templates to take away

Day 5 Workshop, assessment and action plan

- Sales process and negotiation
- Group discussion and peer review

10-day outline

Day 1 Marketing Plan Development: principles and standards

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

Day 2 Methods and tools in practice

- Media and stakeholder communication
- Customer insight and segmentation

Day 3 Diagnosis and problem solving

- Brand and positioning
- Regional and international case studies

Day 4 Quality, safety and documentation

- Digital channels and content
- Checklists and templates to take away

Day 5 Workshop, assessment and action plan

- Sales process and negotiation
- Group discussion and peer review

Day 6 Advanced techniques and specialist practice

- Complex cases in depth
- Measurement and reporting

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
- Hands-on workshop on a workplace challenge

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)
1–5 Feb 2027	5-day classroom	Barcelona	English	4,750
10–14 May 2027	5-day online	Live online	Arabic	2,950
2–13 Aug 2027	10-day classroom	Abu Dhabi	English	8,950
13–17 Sep 2027	5-day classroom	Geneva	English	4,750
9–13 Jan 2028	5-day classroom	Cairo	English	4,750
19–30 Jun 2028	10-day classroom	Abu Dhabi	English	8,950
3–14 Jul 2028	10-day online	Live online	Arabic	5,450
16–20 Oct 2028	5-day classroom	Istanbul	English	4,750
18–22 Mar 2029	5-day classroom	Manama	Arabic	4,750

Dates	Format	City	Language	Fee (USD)
14–18 May 2029	5-day online	Live online	Arabic	2,950
8–12 Oct 2029	5-day classroom	London	English	4,750
3–14 Dec 2029	10-day classroom	Abu Dhabi	Arabic	8,950
7–18 Jan 2030	10-day online	Live online	Arabic	5,450
14–18 Apr 2030	5-day classroom	Riyadh	English	4,750
9–20 Sep 2030	10-day classroom	Geneva	English	8,950
18–22 Nov 2030	5-day classroom	Abu Dhabi	English	4,750

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