Garnet
Garnet Global Training Center

GGT-PH-132

Pharmaceutical & Laboratory

# Pharmaceutical Marketing

التسويق الدوائي

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

## Overview

Participants in Pharmaceutical Marketing practise the methods, tools and standards they need to perform reliably and solve problems on the job. GMP, quality and laboratory programs for pharmaceutical, medical device and testing organisations. 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 Pharmaceutical Marketing to real tasks.
- Share good practice with your team.
- 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.

## Who should attend

QA/QC staff, production and laboratory personnel, regulatory affairs specialists. Practitioners with one to five years of experience benefit most.

## Key topics

- GMP and GLP principles
- Validation and qualification
- Documentation and data integrity
- Deviations and CAPA
- Regulatory submissions
- Laboratory instruments

## 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 Pharmaceutical Marketing: principles and standards

- Validation and qualification
- Hands-on workshop on a workplace challenge

### Day 2 Methods and tools in practice

- Documentation and data integrity
- Deviations and CAPA

### Day 3 Diagnosis and problem solving

- Regulatory submissions
- Common mistakes and how to avoid them

### Day 4 Quality, safety and documentation

- Laboratory instruments
- Regional and international case studies

### Day 5 Workshop, assessment and action plan

- GMP and GLP principles
- Checklists and templates to take away

## 10-day outline

### Day 1 Pharmaceutical Marketing: principles and standards

- Validation and qualification
- Hands-on workshop on a workplace challenge

### Day 2 Methods and tools in practice

- Documentation and data integrity
- Deviations and CAPA

### Day 3 Diagnosis and problem solving

- Regulatory submissions
- Common mistakes and how to avoid them

### Day 4 Quality, safety and documentation

- Laboratory instruments
- Regional and international case studies

### Day 5 Workshop, assessment and action plan

- GMP and GLP principles
- 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) |
|---|---|---|---|---|
| 17–21 Jan 2027 | 5-day classroom | Kuwait City | English | 4,750 |
| 10–14 May 2027 | 5-day online | Live online | Arabic | 2,950 |
| 20 Sep – 1 Oct 2027 | 10-day classroom | Kuala Lumpur | English | 8,950 |
| 17–21 Oct 2027 | 5-day classroom | Cairo | English | 4,750 |
| 9–20 Jan 2028 | 10-day classroom | Amman | English | 8,950 |
| 7–18 Feb 2028 | 10-day online | Live online | Arabic | 5,450 |
| 3–7 Apr 2028 | 5-day classroom | Dubai | Arabic | 4,750 |
| 4–8 Sep 2028 | 5-day classroom | Istanbul | English | 4,750 |
| 1–12 Jan 2029 | 10-day classroom | Dubai | Arabic | 8,950 |

| Dates | Format | City | Language | Fee (USD) |
|---|---|---|---|---|
| 19–23 Feb 2029 | 5-day classroom | Amsterdam | English | 4,750 |
| 21–25 May 2029 | 5-day online | Live online | Arabic | 2,950 |
| 9–13 Dec 2029 | 5-day classroom | Kuwait City | Arabic | 4,750 |
| 7–18 Jan 2030 | 10-day classroom | Paris | English | 8,950 |
| 11–15 Mar 2030 | 5-day classroom | London | English | 4,750 |
| 8–19 Jul 2030 | 10-day online | Live online | English | 5,450 |
| 17–21 Nov 2030 | 5-day classroom | Cairo | English | 4,750 |

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