Garnet
Garnet Global Training Center

GGT-MK-122

Marketing, Sales & Communication

Product Management

إدارة المنتجات

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

Overview

Product Management equips managers and specialists to plan, organise and control this area of work, set targets and measure results. 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

- Set up and run Product Management as a managed process with clear roles.
- Define KPIs and build simple dashboards for management.
- Control risk, quality and compliance in this area.
- Lead improvement projects and measure their benefit.
- Report clearly to senior management and stakeholders.

Who should attend

Marketing and sales teams, account managers, PR and communication specialists. It suits supervisors, section heads and specialists who manage, or are about to manage, this area.

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 Product Management: the management framework

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

Day 2 Planning, resources and budgets

- Sales process and negotiation
- Measurement and ROI

Day 3 Performance measurement and control

- Media and stakeholder communication
- Group discussion and peer review

Day 4 Risk, compliance and improvement

- Customer insight and segmentation
- Measurement and reporting

Day 5 Management case study and action plan

- Brand and positioning
- Hands-on workshop on a workplace challenge

10-day outline

Day 1 Product Management: the management framework

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

Day 2 Planning, resources and budgets

- Sales process and negotiation
- Measurement and ROI

Day 3 Performance measurement and control

- Media and stakeholder communication
- Group discussion and peer review

Day 4 Risk, compliance and improvement

- Customer insight and segmentation
- Measurement and reporting

Day 5 Management case study and action plan

- Brand and positioning
- Hands-on workshop on a workplace challenge

Day 6 Advanced techniques and specialist practice

- Complex cases in depth
- Common mistakes and how to avoid them

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
- Regional and international case studies

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 May 2027	5-day online	Live online	English	2,950
19–23 Jul 2027	5-day classroom	Vienna	English	4,750
6–10 Sep 2027	5-day classroom	Dubai	Arabic	4,750
13–24 Dec 2027	10-day classroom	Amsterdam	English	8,950
10–21 Jan 2028	10-day classroom	Kuala Lumpur	English	8,950
19–30 Jun 2028	10-day online	Live online	English	5,450
13–17 Aug 2028	5-day classroom	Riyadh	English	4,750
9–13 Oct 2028	5-day classroom	Istanbul	English	4,750
11–22 Feb 2029	10-day classroom	Riyadh	Arabic	8,950

Dates	Format	City	Language	Fee (USD)
9–13 Apr 2029	5-day classroom	Geneva	English	4,750
15–19 Oct 2029	5-day classroom	Dubai	English	4,750
19–23 Nov 2029	5-day online	Live online	English	2,950
4–8 Mar 2030	5-day classroom	Dubai	English	4,750
15–19 Apr 2030	5-day classroom	Abu Dhabi	English	4,750
13–24 May 2030	10-day online	Live online	English	5,450
15–26 Jul 2030	10-day classroom	Amsterdam	English	8,950

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