Garnet
Garnet Global Training Center

GGT-MK-101

Marketing, Sales & Communication

Strategic Marketing Management

إدارة التسويق الاستراتيجي

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

Overview

Strategic Marketing Management develops the judgement, influence and decision-making leaders need when the stakes are high. 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

- Set direction and priorities for Strategic Marketing Management in your organisation.
- Align people, structure and culture with strategy.
- Lead change and handle resistance constructively.
- Influence boards, peers and external stakeholders.
- Balance short-term results with long-term value.

Who should attend

Marketing and sales teams, account managers, PR and communication specialists. It is aimed at managers and executives who set direction and are accountable for results.

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 Strategic context of Strategic Marketing Management

- Customer insight and segmentation
- Checklists and templates to take away

Day 2 Setting direction and priorities

- Brand and positioning
- Digital channels and content

Day 3 Leading people through change

- Sales process and negotiation
- Group discussion and peer review

Day 4 Decisions, risk and stakeholders

- Measurement and ROI
- Measurement and reporting

Day 5 Leadership commitments and action plan

- Media and stakeholder communication
- Hands-on workshop on a workplace challenge

10-day outline

Day 1 Strategic context of Strategic Marketing Management

- Customer insight and segmentation
- Checklists and templates to take away

Day 2 Setting direction and priorities

- Brand and positioning
- Digital channels and content

Day 3 Leading people through change

- Sales process and negotiation
- Group discussion and peer review

Day 4 Decisions, risk and stakeholders

- Measurement and ROI
- Measurement and reporting

Day 5 Leadership commitments and action plan

- Media and stakeholder communication
- 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)
1–5 Feb 2027	5-day online	Live online	English	2,950
20 Jun – 1 Jul 2027	10-day classroom	Riyadh	Arabic	8,950
20–24 Sep 2027	5-day classroom	Abu Dhabi	Arabic	4,750
4–8 Oct 2027	5-day classroom	London	English	4,750
6–17 Feb 2028	10-day classroom	Cairo	Arabic	8,950
14–18 May 2028	5-day classroom	Riyadh	English	4,750
10–21 Jul 2028	10-day online	Live online	Arabic	5,450
19–23 Nov 2028	5-day classroom	Amman	Arabic	4,750
21–25 Jan 2029	5-day classroom	Riyadh	Arabic	4,750

Dates	Format	City	Language	Fee (USD)
5–9 Feb 2029	5-day online	Live online	Arabic	2,950
2–13 Apr 2029	10-day classroom	Abu Dhabi	Arabic	8,950
6–10 Aug 2029	5-day classroom	Geneva	English	4,750
21 Jan – 1 Feb 2030	10-day online	Live online	Arabic	5,450
7–11 Jul 2030	5-day classroom	Kuwait City	Arabic	4,750
5–9 Aug 2030	5-day classroom	Singapore	English	4,750
13–24 Oct 2030	10-day classroom	Riyadh	Arabic	8,950

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