



Digital Marketing & Social Media: Advanced Level

Administration, Communication & Customer Service

QGT-ADM-125 | Advanced | 5 or 10 days | Online, classroom, in-house

Course overview

Digital Marketing & Social Media: Advanced Level is an advanced programme for experienced practitioners in Digital Marketing & Social Media. It covers the principles, the requirements of international service and communication best practice, and the practical methods used on site, with case studies from operations in the Gulf, Africa and worldwide. Available online, in the classroom in 60 cities, or in-house.

What participants will be able to do

- Explain the principles, terminology and scope of Digital Marketing & Social Media
- Apply the relevant requirements of international service and communication best practice
- Apply advanced analysis methods to real operating data
- Recognise common problems, risks and root causes and choose the right corrective action
- Prepare an improvement plan for their own site or organisation

Who should attend

Designed for administrative staff, executive assistants, marketing, sales and customer-facing teams with at least three years of experience.

Course outline (5 days)

Day 1: Core principles revisited

Fast review and recent changes in international service and communication best practice

Day 2: Advanced analysis methods

Detailed techniques, data interpretation and calculations

Day 3: Design and performance optimisation

Improving reliability, efficiency and cost

Day 4: Troubleshooting complex cases

Diagnosing multi-cause problems from field data

Day 5: Risk, decisions and integration

Building a risk-based plan and presenting recommendations

What the 10-day edition adds

Day 6: Applied project, part 1 – Apply the week-one methods to a case from your organisation

Day 7: Data and digital tools – Software, spreadsheets and digital tools used in practice

Day 8: Lessons from incidents and audits – What investigations and audit findings teach

Day 9: Applied project, part 2 – Complete, test and refine your solution

Day 10: Presentations and final assessment – Present to the group and complete the final assessment

Fees (USD per participant)

Duration	Live online	Classroom	In-house
5 days	\$3,000	\$5,500	On quote
10 days	\$5,500	\$9,900	On quote

Fees include course material and certificate of completion; classroom fees include refreshments and lunch. In-house training is priced per group.

Dates and cities 2027–2030

Dates	City	Format	Duration	Fee
15–26 Mar 2027	Luanda	Classroom	10 days	\$9,900
17–21 May 2027	Geneva	Classroom	5 days	\$5,500
31 May – 11 Jun 2027	Amsterdam	Classroom	10 days	\$9,900
14–18 Jun 2027	Athens	Classroom	5 days	\$5,500
23 Aug – 3 Sep 2027	Online (live)	Online (live)	10 days	\$5,500
6–17 Mar 2028	Vienna	Classroom	10 days	\$9,900
20–24 Mar 2028	Barcelona	Classroom	5 days	\$5,500
17–28 Apr 2028	Amsterdam	Classroom	10 days	\$9,900
1–5 May 2028	Paris	Classroom	5 days	\$5,500
6–17 Nov 2028	Online (live)	Online (live)	10 days	\$5,500
15–26 Jan 2029	Nairobi	Classroom	10 days	\$9,900
29 Jan – 2 Feb 2029	Houston	Classroom	5 days	\$5,500
3–14 Jun 2029	Muscat	Classroom	10 days	\$9,900
11–15 Jun 2029	Frankfurt	Classroom	5 days	\$5,500
26 Nov – 7 Dec 2029	Online (live)	Online (live)	10 days	\$5,500
4–15 Feb 2030	Kuala Lumpur	Classroom	10 days	\$9,900
18–22 Feb 2030	Dublin	Classroom	5 days	\$5,500
5–16 May 2030	Algiers	Classroom	10 days	\$9,900
9–13 Sep 2030	Brussels	Classroom	5 days	\$5,500
16–27 Sep 2030	Online (live)	Online (live)	10 days	\$5,500

How to register

Register online or scan the code

<https://qimmatrainig.com/courses/digital-marketing-and-social-media-advanced-level/>

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