



Digital Marketing & Social Media

Administration, Communication & Customer Service

QGT-ADM-107 | Foundation | 5 or 10 days | Online, classroom, in-house

Course overview

Digital Marketing & Social Media is an introduction that builds a solid working knowledge 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
- Use practical tools, checklists and calculations with confidence
- 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, new joiners and anyone who needs a solid grounding in the subject.

Course outline (5 days)

Day 1: Principles and terminology

Scope, key definitions and how Digital Marketing & Social Media fits into daily operations

Day 2: Codes, standards and requirements

What international service and communication best practice require, and how to read them

Day 3: Methods, tools and calculations

Step-by-step methods, checklists and worked examples

Day 4: Operation, inspection and common problems

Typical failures, warning signs and what to do about them

Day 5: Case studies, workshop and assessment

Group exercise on real cases and a final knowledge check

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
25–29 Jan 2027	Lisbon	Classroom	5 days	\$5,500
22 Feb – 5 Mar 2027	Amsterdam	Classroom	10 days	\$9,900
31 May – 4 Jun 2027	Houston	Classroom	5 days	\$5,500
21 Jun – 2 Jul 2027	Prague	Classroom	10 days	\$9,900
4–8 Oct 2027	Online (live)	Online (live)	5 days	\$3,000
19–23 Mar 2028	Doha	Classroom	5 days	\$5,500
17–28 Apr 2028	Houston	Classroom	10 days	\$9,900
14–18 May 2028	Dammam	Classroom	5 days	\$5,500
11–22 Sep 2028	Toronto	Classroom	10 days	\$9,900
9–13 Oct 2028	Online (live)	Online (live)	5 days	\$3,000
28 Jan – 1 Feb 2029	Dammam	Classroom	5 days	\$5,500
12–23 Mar 2029	Dublin	Classroom	10 days	\$9,900
29 Apr – 3 May 2029	Kuwait City	Classroom	5 days	\$5,500
28 May – 8 Jun 2029	Dubai	Classroom	10 days	\$9,900
25–29 Jun 2029	Online (live)	Online (live)	5 days	\$3,000
3–7 Feb 2030	Kuwait City	Classroom	5 days	\$5,500
13–24 May 2030	Lisbon	Classroom	10 days	\$9,900
27–31 May 2030	Baku	Classroom	5 days	\$5,500
6–17 Oct 2030	Manama	Classroom	10 days	\$9,900
14–18 Oct 2030	Online (live)	Online (live)	5 days	\$3,000

How to register

Register online or scan the code

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

WhatsApp: +971 50 697 0908

Email: training@qimmatrainig.com

