



Digital Marketing & Social Media Masterclass

Administration, Communication & Customer Service

QGT-ADM-161 | Masterclass | 5 or 10 days | Online, classroom, in-house

Course overview

Digital Marketing & Social Media Masterclass is a senior-level masterclass on strategy and performance 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
- Build a business case and roadmap their leadership team can act on

Who should attend

Designed for administrative staff, executive assistants, marketing, sales and customer-facing teams in senior and leadership roles.

Course outline (5 days)

Day 1: Strategic view of Digital Marketing & Social Media

Trends, regulation and what leading companies do differently

Day 2: Benchmarking and performance

KPIs, maturity models and gap analysis

Day 3: Lessons from major incidents and projects

Decision points that changed outcomes

Day 4: Leading the change

Building the business case, budget and team capability

Day 5: Masterclass forum

Expert panel, peer exchange and personal roadmap

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
15–19 Feb 2027	Luanda	Classroom	5 days	\$5,500
12–23 Apr 2027	Kigali	Classroom	10 days	\$9,900
17–21 May 2027	Munich	Classroom	5 days	\$5,500
15–26 Aug 2027	Cairo	Classroom	10 days	\$9,900
22–26 Nov 2027	Online (live)	Online (live)	5 days	\$3,000
24–28 Jan 2028	Athens	Classroom	5 days	\$5,500
23 Apr – 4 May 2028	Doha	Classroom	10 days	\$9,900
26–30 Jun 2028	Dubai	Classroom	5 days	\$5,500
9–20 Oct 2028	Edinburgh	Classroom	10 days	\$9,900
4–8 Dec 2028	Online (live)	Online (live)	5 days	\$3,000
26 Feb – 2 Mar 2029	Nairobi	Classroom	5 days	\$5,500
25 Jun – 6 Jul 2029	Kigali	Classroom	10 days	\$9,900
16–20 Sep 2029	Algiers	Classroom	5 days	\$5,500
8–19 Oct 2029	Stockholm	Classroom	10 days	\$9,900
26–30 Nov 2029	Online (live)	Online (live)	5 days	\$3,000
6–10 Jan 2030	Sharm El Sheikh	Classroom	5 days	\$5,500
21 Jan – 1 Feb 2030	Kigali	Classroom	10 days	\$9,900
25–29 Mar 2030	Dublin	Classroom	5 days	\$5,500
17–28 Jun 2030	Abu Dhabi	Classroom	10 days	\$9,900
15–19 Jul 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-masterclass/>

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