



Marketing Strategy & Branding: Advanced Level

Administration, Communication & Customer Service

QGT-ADM-131 | Advanced | 5 or 10 days | Online, classroom, in-house

Course overview

Marketing Strategy & Branding: Advanced Level is an advanced programme for experienced practitioners in Marketing Strategy & Branding. 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 Marketing Strategy & Branding
- 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
22 Mar – 2 Apr 2027	Budapest	Classroom	10 days	\$9,900
31 May – 4 Jun 2027	Singapore	Classroom	5 days	\$5,500
4–15 Oct 2027	Baku	Classroom	10 days	\$9,900
25–29 Oct 2027	Nairobi	Classroom	5 days	\$5,500
29 Nov – 10 Dec 2027	Online (live)	Online (live)	10 days	\$5,500
13–24 Mar 2028	Amsterdam	Classroom	10 days	\$9,900
17–21 Apr 2028	Madrid	Classroom	5 days	\$5,500
1–12 May 2028	Copenhagen	Classroom	10 days	\$9,900
18–22 Sep 2028	Lisbon	Classroom	5 days	\$5,500
23 Oct – 3 Nov 2028	Online (live)	Online (live)	10 days	\$5,500
2–13 Apr 2029	Singapore	Classroom	10 days	\$9,900
23–27 Apr 2029	Zurich	Classroom	5 days	\$5,500
20–31 May 2029	Al Khobar	Classroom	10 days	\$9,900
4–8 Jun 2029	Accra	Classroom	5 days	\$5,500
9–20 Jul 2029	Online (live)	Online (live)	10 days	\$5,500
7–18 Jan 2030	Marrakech	Classroom	10 days	\$9,900
14–18 Jan 2030	Athens	Classroom	5 days	\$5,500
29 Apr – 10 May 2030	Nairobi	Classroom	10 days	\$9,900
5–9 Aug 2030	Dubai	Classroom	5 days	\$5,500
30 Sep – 11 Oct 2030	Online (live)	Online (live)	10 days	\$5,500

How to register

Register online or scan the code

<https://qimmatrainig.com/courses/marketing-strategy-and-branding-advanced-level/>

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