



Training Courses

**Sales, Marketing and
Customer Services**

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Sales & Marketing and Customer Services

Code	Course Title	Date	Venue
MSC 378	Advanced Selling Skills and Business Development Strategies	01 – 05 JAN 2024	Istanbul
MSC 360	Professional Brand Manager	01 – 05 JAN 2024	Jeddah
MSC 392	Managing Marketing Communications for Business-to-Business	07 – 11 JAN 2024	Istanbul
MSC 362	Marketing Communication	07 – 11 JAN 2024	Austria
MSC 380	Telephone Customer Service	14 – 18 JAN 2024	Cairo
MSC 364	Measuring and Managing Customer Satisfaction: ISO 9001 and Beyond	14 – 18 JAN 2024	Riyadh
MSC 394	Beyond Customer Service: Building a Customer Centric Organisation	21 – 25 JAN 2024	Dubai
MSC 366	Corporate Identity and Brand Management	21 – 25 JAN 2024	London
MSC 382	Customer Service Manager	28 JAN – 01 FEB 2024	London
MSC 368	Content Marketing	28 JAN – 01 FEB 2024	Sharm El Sheikh
MSC 396	Marketing Excellence in Professional Service Organization	04 – 08 FEB 2024	Istanbul
MSC 370	Service Desk Analyst (SDA)	04 – 08 FEB 2024	Paris
MSC 384	Customer Complaints Handling and Management	11 – 15 FEB 2024	Austria
MSC 372	Value-Based Marketing	11 – 15 FEB 2024	Dubai
MSC 398	Client Management Strategies for Retention and Growth	18 – 22 FEB 2024	Amsterdam
MSC 374	Personal Branding and Reputation Management in the Modern Workplace	18 – 22 FEB 2024	Istanbul
MSC 386	Customer Service for Government Employees	25 – 29 FEB 2024	Sharm El Sheikh
MSC 376	Mobile Marketing	25 – 29 FEB 2024	Cairo
MSC 400	Marketing Strategies and Planning	03 – 07 MAR 2024	Paris
MSC 406	Professional Customer Service Management	03 – 07 MAR 2024	Istanbul
MSC 388	Dealing with Difficult Customers	10 – 14 MAR 2024	Istanbul



MSC 340	Market Leadership and Marketing Strategies	10 – 14 MAR 2024	Istanbul
MSC 402	Creating a Marketing Plan for Business-to-Business	17 – 21 MAR 2024	Istanbul
MSC 342	Advanced Customer Service Management	17 – 21 MAR 2024	Sharm El Sheikh
MSC 390	Certified Sales Manager	24 – 28 MAR 2024	Cairo
MSC 344	Strategic Pharma Marketing	24 – 28 MAR 2024	Istanbul
MSC 404	Customer Relationship Management System - CRM System	31 MAR – 04 APR 2024	Dubai
MSC 348	Customer Service Excellence	31 MAR – 04 APR 2024	Madrid
MSC 258	Professional Selling Skills	07 – 11 APR 2024	London
MSC 354	Major Accounts Selling - Negotiating and Winning RFPs	07 – 11 APR 2024	Istanbul
MSC 260	Creative Retail Selling and Visual Merchandising	14 – 18 APR 2024	Istanbul
MSC 356	Sales Management Best Practices for Building a World-Class Sales Team	14 – 18 APR 2024	Barcelona
MSC 262	Marketing Leadership Development	21 – 25 APR 2024	Austria
MSC 358	Agile Product Management	21 – 25 APR 2024	Jeddah
MSC 264	Sales and Marketing Management MBA	28 APR – 02 MAY 2024	Amsterdam
MSC 346	Retail Management Skills	28 APR – 02 MAY 2024	Riyadh
MSC 266	Internet and Social Media Marketing	05 – 09 MAY 2024	Sharm El Sheikh
MSC 350	Managing Service Quality and Customer Satisfaction	05 – 09 MAY 2024	Paris
MSC 268	Customer Focused Management	12 – 16 MAY 2024	Kuala Lumpur
MSC 352	Strategic Brand Management	12 – 16 MAY 2024	Madrid
MSC 270	Customer Retention and Loyalty	19 – 23 MAY 2024	Istanbul
MSC 336	Marketing for Better Results	19 – 23 MAY 2024	London
MSC 272	Social Media Marketing and Networking	26 – 30 MAY 2024	Istanbul
MSC 338	The Art and Science of Conceptual Selling	26 – 30 MAY 2024	Amsterdam
MSC 274	Coaching Customer Service Skills	02 – 06 JUNE 2024	Cairo
MSC 276	Retail Sales and Visual Merchandising	09 – 13 JUNE 2024	Istanbul

MSC 278	Customer Profiling Techniques and Procedures	16 – 20 JUNE 2024	Dubai
MSC 280	Strategic Selling and Value Propositions for Business to Business (B2B) Companies	23 – 27 JUNE 2024	Cairo
MSC 282	Brand Management Certification	30 JUNE – 04 JULY 2024	London
MSC 284	Customer Service for the Public Sector	07 – 11 JULY 2024	Barcelona
MSC 286	Consultative Selling Skills	14 – 18 JULY 2024	Istanbul
MSC 288	Professional Sales Manager	21 – 25 JULY 2024	Dubai
MSC 290	Advanced Customer Service Skills	28 JULY – 01 AUG 2024	Austria
MSC 292	Digital Marketing Strategy	04 – 08 AUG 2024	Istanbul
MSC 294	Upselling and Cross selling	11 – 15 AUG 2024	Amsterdam
MSC 296	Quality Customer Service for Supervisors and Managers	18 – 22 AUG 2024	Jeddah
MSC 298	Distribution Channel Marketing Management	25 – 29 AUG 2024	Austria
MSC 300	Achieving Marketing Excellence in Service Organizations	01 – 05 SEP 2024	Kuala Lumpur
MSC 302	Basic Customer Service	08 – 12 SEP 2024	Cairo
MSC 304	Market Research and Intelligence	15 – 19 SEP 2024	Istanbul
MSC 306	Customer Centricity	22 – 26 SEP 2024	Istanbul
MSC 308	Customer Relations and Business Development Skills	29 SEP – 03 OCT 2024	Istanbul
MSC 310	Pricing Strategy and Tactics	06 – 10 OCT 2024	Sharm El Sheikh
MSC 312	Mastering Sales Management Fundamentals	13 – 17 OCT 2024	Cairo
MSC 314	Taking Ownership and Accountability	20 – 24 OCT 2024	Riyadh
MSC 316	Distribution Channels: Optimizing Market Penetration	27 – 31 OCT 2024	Dubai
MSC 318	FMCG Sales	03 – 07 NOV 2024	Paris
MSC 320	Product Launch and Management	10 – 14 NOV 2024	London
MSC 322	Key Account Management: Establishing Profitable Customer Relationships	17 – 21 NOV 2024	Madrid
MSC 324	Developing and Implementing Strategic Marketing Plans	24 – 28 NOV 2024	Istanbul
MSC 326	Certified Marketing Professional	01 – 05 DEC 2024	Austria



MSC 328	Customer Satisfaction Measurement	08 – 12 DEC 2024	Austria
MSC 330	Mastering Sales and Marketing in the Age of New Social Media	15 – 19 DEC 2024	Istanbul
MSC 332	Managing Customers for Competitive Advantage	22 – 26 DEC 2024	Amsterdam
MSC 334	Sales and Operation Planning (S&OP)	29 DEC – 02 JAN 2025	Barcelona