



Training Courses

Sales, Marketing and Customer Service

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Sales , Marketing and Customer Service

Code	Course Title	Date	Venue
MSC 124	Achieving Marketing Excellence in Service Organizations	05 – 09 JAN 2025	Istanbul
MSC 180	Digital Marketing Strategy	05 – 09 JAN 2025	Cairo
MSC 236	Advanced Customer Service Management	12 – 16 JAN 2025	Riyadh
MSC 126	Distribution Channel Marketing Management	12 – 16 JAN 2025	Dubai
MSC 182	Advanced Digital Marketing Strategies and Techniques	19 – 23 JAN 2025	Jeddah
MSC 238	Market Leadership and Marketing Strategies	19 – 23 JAN 2025	Trabzon
MSC 128	Advanced Selling Skills and Business Development Strategies	26 – 30 JAN 2025	Paris
MSC 184	Market Research and Intelligence	26 – 30 JAN 2025	Madrid
MSC 240	Agile Product Management	02 – 06 FEB 2025	Istanbul
MSC 130	Marketing Communication	02 – 06 FEB 2025	London
MSC 186	Basic Customer Service	09 – 13 FEB 2025	Cairo
MSC 242	Marketing for Better Results	09 – 13 FEB 2025	Antalya
MSC 132	Beyond Customer Service - Building a Customer Centric Organisation	16 – 20 FEB 2025	Austria
MSC 188	Marketing Leadership Development	16 – 20 FEB 2025	Jeddah
MSC 244	Brand Management	23 – 27 FEB 2025	Istanbul
MSC 134	Marketing Professional	23 – 27 FEB 2025	Dubai
MSC 190	Certified Sales Manager	02 – 06 MAR 2025	Cairo
MSC 246	Marketing Strategies and Planning	02 – 06 MAR 2025	Istanbul
MSC 136	Client Management Strategies for Retention and Growth	09 – 13 MAR 2025	Barcelona
MSC 192	Mastering Sales and Marketing in the Age of New Social Media	09 – 13 MAR 2025	London
MSC 248	Coaching Customer Service Skills	16 – 20 MAR 2025	Riyadh



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MSC 138	Mastering Sales Management Fundamentals	16 – 20 MAR 2025	Abu Dhabi
MSC 194	Consultative Selling Skills	23 – 27 MAR 2025	Alexandria
MSC 250	Distribution Channels - Optimizing Market Penetration	23 – 27 MAR 2025	Paris
MSC 140	Advanced Customer Service Skills	30 MAR – 03 APR 2025	Dubai
MSC 196	Effective Help Desk Specialist Skills	30 MAR – 03 APR 2025	Riyadh
MSC 252	Content Marketing	06 – 10 APR 2025	Madrid
MSC 142	FMCG Sales	06 – 10 APR 2025	London
MSC 198	Corporate Identity and Brand Management	13 – 17 APR 2025	Antalya
MSC 254	Internal Communications Master Class	13 – 17 APR 2025	Cairo
MSC 144	Creating a Marketing Plan for Business-to-Business	20 – 24 APR 2025	London
MSC 200	Internet and Social Media Marketing	20 – 24 APR 2025	Trabzon
MSC 256	Creative Retail Selling and Visual Merchandising	27 APR – 01 MAY 2025	Istanbul
MSC 146	Key Account Management - Establishing Profitable Customer Relationships	27 APR – 01 MAY 2025	Sharm El Sheikh
MSC 202	Customer - Focused Selling Strategies	04 – 08 MAY 2025	Vienna
MSC 258	Sales and Operation Planning (S&OP)	04 – 08 MAY 2025	Cairo
MSC 148	Major Accounts Selling - Negotiating and Winning RFPs	11 – 15 MAY 2025	Istanbul
MSC 204	Sales Management Best Practices for Building a World-Class Sales Team	11 – 15 MAY 2025	Dubai
MSC 260	Customer Centricity	18 – 22 MAY 2025	Istanbul
MSC 150	Service Desk Analyst (SDA)	18 – 22 MAY 2025	Paris
MSC 206	Managing Customers for Competitive Advantage	25 – 29 MAY 2025	Trabzon
MSC 262	Social Media Marketing and Networking	25 – 29 MAY 2025	Cairo
MSC 152	Customer Complaints Handling and Management	01 – 05 JUNE 2025	Austria
MSC 208	Strategic Brand Management	01 – 05 JUNE 2025	Abu Dhabi
MSC 264	Measuring and Managing Customer Satisfaction	08 – 12 JUNE 2025	Istanbul



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MSC 154	Strategic Pharma Marketing	08 – 12 JUNE 2025	Dubai
MSC 210	Customer Experience Perfection for Modern Managers	15 – 19 JUNE 2025	Alexandria
MSC 266	Strategic Selling and Value Propositions for Business to Business (B2B) Companies	15 – 19 JUNE 2025	Istanbul
MSC 156	Mobile Marketing	22 – 26 JUNE 2025	Amsterdam
MSC 212	Successful Sales Performance and Account Management	22 – 26 JUNE 2025	Vienna
MSC 268	Customer Focused Management	29 JUNE – 03 JULY 2025	Dubai
MSC 158	Taking Ownership and Accountability	29 JUNE – 03 JULY 2025	Istanbul
MSC 214	Personal Branding and Reputation Management in the Modern Workplace	06 – 10 JULY 2025	Cairo
MSC 270	Telephone Customer Service	06 – 10 JULY 2025	Istanbul
MSC 160	Customer Profiling Techniques and Procedures	13 – 17 JULY 2025	Sharm El Sheikh
MSC 216	The Art and Science of Conceptual Selling	13 – 17 JULY 2025	Trabzon
MSC 272	Managing Marketing Communications for Business-to-Business	20 – 24 JULY 2025	Istanbul
MSC 162	The Sales and Marketing Management MBA	20 – 24 JULY 2025	Cairo
MSC 218	Customer Relations and Business Development Skills	27 – 31 JULY 2025	Dubai
MSC 274	Upselling and Cross selling	27 – 31 JULY 2025	Istanbul
MSC 164	Managing Service Quality and Customer Satisfaction	03 – 07 AUG 2025	Kuala Lumpur
MSC 220	Value-Based Marketing	03 – 07 AUG 2025	Istanbul
MSC 276	Customer Relationship Management System - CRM System	10 – 14 AUG 2025	Dubai
MSC 166	Pricing Strategy and Tactics	17 – 21 AUG 2025	Istanbul
MSC 222	Customer Retention and Loyalty	24 – 28 AUG 2025	Cairo
MSC 278	Product Launch and Management	31 AUG – 04 SEP 2025	Abu Dhabi
MSC 168	Customer Satisfaction Measurement	07 – 11 SEP 2025	Istanbul
MSC 224	Professional Brand Manager	14 – 18 SEP 2025	Trabzon
MSC 280	Customer Service Excellence	21 – 25 SEP 2025	Cairo



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MSC 170	Professional Customer Service Management	28 SEP – 02 OCT 2025	Istanbul
MSC 226	Customer Service for the Public Sector	05 – 09 OCT 2025	Dubai
MSC 282	Professional Sales Manager	12 – 16 OCT 2025	Vienna
MSC 172	Customer Service Manager	19 – 23 OCT 2025	Istanbul
MSC 228	Professional Selling Skills	26 – 30 OCT 2024	Austria
MSC 284	Customer Service Training for Government Employees	02 – 06 NOV 2025	Istanbul
MSC 174	Providing World-Class Customer Experience, Service and Satisfaction	09 – 13 NOV 2025	Sharm El Sheikh
MSC 230	Dealing with Difficult Customers	16 – 20 NOV 2025	Riyadh
MSC 286	Quality Customer Service for Supervisors and Managers	23 – 27 NOV 2025	Dubai
MSC 176	Delivering Quality Management and Customer Satisfaction to meet ISO 10001 – 10004	30 NOV – 04 DEC 2025	Cairo
MSC 232	Retail Business Management	07 – 11 DEC 2025	Istanbul
MSC 288	Developing and Implementing Strategic Marketing Plans	14 – 18 DEC 2025	Dubai
MSC 178	Sales and Marketing Management MBA	21 – 25 DEC 2025	Istanbul
MSC 234	Retail Sales and Visual Merchandising	28 DEC – 01 JAN 2026	Austria