



Training Courses

Sales, Marketing & Customer Service

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Sales, Marketing & Customer Service

Code	Course Title	Date	Venue
MSC 126	Advanced Selling Techniques and Negotiation Skills	04 – 08 JAN 2026	Istanbul
MSC 232	Social Media Marketing and Networking	04 – 08 JAN 2026	Dubai
MSC 128	Digital Marketing and Social Media Strategies	04 – 08 JAN 2026	Cairo
MSC 234	The Sales and Marketing Management MBA	11 – 15 JAN 2026	London
MSC 130	Advertising and Promotional Campaign Planning	11 – 15 JAN 2026	Riyadh
MSC 236	Omnichannel Marketing and Integrated Communication Strategies	11 – 15 JAN 2026	Istanbul
MSC 132	E-commerce and Online Sales Optimization	18 – 22 JAN 2026	Dubai
MSC 238	Professional Brand Manager	18 – 22 JAN 2026	Cairo
MSC 134	Artificial Intelligence (AI) in Digital Marketing	18 – 22 JAN 2026	Jeddah
MSC 240	The Art and Science of Conceptual Selling	25 – 29 JAN 2026	Istanbul
MSC 136	Email Marketing, Automation, and CRM Tools	25 – 29 JAN 2026	Trabzon
MSC 242	Telephone Customer Service	25 – 29 JAN 2026	Cairo
MSC 138	Branding, Positioning, and Market Differentiation	01 – 05 FEB 2026	Paris
MSC 244	Market Research and Consumer Behavior Analysis	01 – 05 FEB 2026	Madrid
MSC 140	Business Analysis for Pre-Sales Professionals	08 – 12 FEB 2026	Istanbul
MSC 246	Customer Relationship Management (CRM) Best Practices	08 – 12 FEB 2026	Dubai
MSC 142	Sales Forecasting and Pipeline Management	15 – 19 FEB 2026	London
MSC 248	Content Marketing and Storytelling for Brands	15 – 19 FEB 2026	Cairo
MSC 144	Telemarketing and Inside Sales Effectiveness	22 – 26 FEB 2026	Antalya
MSC 250	Customer Experience (CX) Design and Improvement	22 – 26 FEB 2026	Austria



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MSC 146	Sales Management Best Practices for Building a World-Class Sales Team	01 – 05 MAR 2026	Cairo
MSC 252	Strategic Sales Management and Planning	01 – 05 MAR 2026	Jeddah
MSC 148	Sales and Operation Planning (S&OP)	08 – 12 MAR 2026	Dubai
MSC 254	Strategic Brand Management	08 – 12 MAR 2026	Istanbul
MSC 150	Service Desk Analyst (SDA)	15 – 19 MAR 2026	London
MSC 256	Retail Sales and Merchandising Strategies	15 – 19 MAR 2026	Dubai
MSC 152	Taking Ownership and Accountability	22 – 26 MAR 2026	Istanbul
MSC 258	Key Account Management and Client Retention	22 – 26 MAR 2026	Cairo
MSC 154	Professional Selling Skills	29 MAR – 02 APR 2026	London
MSC 260	Upselling and Cross selling	29 MAR – 02 APR 2026	Istanbul
MSC 156	Strategic Selling and Value Propositions for Business to Business (B2B) Companies	05 – 09 APR 2026	Cairo
MSC 262	Lead Generation and Conversion Techniques	05 – 09 APR 2026	Barcelona
MSC 158	Providing World-Class Customer Experience, Service and Satisfaction	12 – 16 APR 2026	Istanbul
MSC 264	Marketing Analytics and Data-Driven Decision Making	12 – 16 APR 2026	London
MSC 160	Successful Sales Performance and Account Management	19 – 23 APR 2026	Istanbul
MSC 266	Sales Coaching, Team Motivation, and Performance Management	19 – 23 APR 2026	Riyadh
MSC 162	Strategic Pharma Marketing	26 - 30 APR 2026	London
MSC 268	Value-Based Marketing	26 - 30 APR 2026	Abu Dhabi
MSC 164	Sales and Marketing Management MBA	03 – 07 MAY 2026	Cairo
MSC 270	Service Excellence and Customer Care Skills	03 – 07 MAY 2026	Alexandria
MSC 166	Retail Sales and Visual Merchandising	10 – 14 MAY 2026	Istanbul
MSC 272	Product Launch and Management	10 – 14 MAY 2026	Paris
MSC 168	Professional Sales Manager	17 – 21 MAY 2026	London
MSC 274	Pricing Strategy and Tactics	17 – 21 MAY 2026	Dubai



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MSC 170	Retail Business Management	24 – 28 MAY 2026	Dubai
MSC 276	Marketing Leadership Development	24 – 28 MAY 2026	Riyadh
MSC 172	Quality Customer Service for Supervisors and Managers	31 MAY – 04 JUNE 2026	Istanbul
MSC 278	Customer Service Manager	31 MAY – 04 JUNE 2026	Madrid
MSC 174	Professional Customer Service Management	07 – 11 JUNE 2026	Istanbul
MSC 280	Customer Relationship Management System - CRM System	07 – 11 JUNE 2026	London
MSC 176	Customer Relations and Business Development Skills	14 – 18 JUNE 2026	Antalya
MSC 282	Personal Branding and Reputation Management in the Modern Workplace	14 – 18 JUNE 2026	Cairo
MSC 178	Customer Service for the Public Sector	21 – 25 JUNE 2026	London
MSC 284	Mobile Marketing	21 – 25 JUNE 2026	Trabzon
MSC 180	Customer Profiling Techniques and Procedures	28 JUNE – 02 JULY 2026	Istanbul
MSC 286	Marketing for Better Results	28 JUNE – 02 JULY 2026	Sharm El Sheikh
MSC 182	Customer Retention and Loyalty	05 – 09 JULY 2026	Vienna
MSC 288	Mastering Sales Management Fundamentals	05 – 09 JULY 2026	Cairo
MSC 184	Customer Focused Management	12 – 16 JULY 2026	Istanbul
MSC 290	Mastering Sales and Marketing in the Age of New Social Media	12 – 16 JULY 2026	Dubai
MSC 186	Customer Satisfaction Measurement	19 – 23 JULY 2026	Istanbul
MSC 292	Measuring and Managing Customer Satisfaction	19 – 23 JULY 2026	Paris
MSC 188	Customer Experience Perfection for Modern Managers	26 – 30 JULY 2026	Trabzon
MSC 294	Marketing Communication	26 – 30 JULY 2026	Cairo
MSC 190	Customer Service Excellence	02 – 06 AUG 2026	Austria
MSC 296	Marketing Strategies and Planning	02 – 06 AUG 2026	Abu Dhabi
MSC 192	Customer Complaints Handling and Management	09 – 13 AUG 2026	Istanbul
MSC 298	Distribution Channels - Optimizing Market Penetration	09 – 13 AUG 2026	Dubai



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MSC 194	Agile Product Management	16 – 20 AUG 2026	Alexandria
MSC 300	Effective Help Desk Specialist Skills	16 – 20 AUG 2026	Istanbul
MSC 196	Basic Customer Service	23 – 27 AUG 2026	Amsterdam
MSC 302	FMCG Sales	23 – 27 AUG 2026	Vienna
MSC 198	Customer Centricity	30 AUG – 03 SEP 2026	Dubai
MSC 304	Internal Communications Master Class	30 AUG – 03 SEP 2026	Istanbul
MSC 200	Advanced Selling Skills and Business Development Strategies	06 – 10 SEP 2026	Cairo
MSC 306	Major Accounts Selling - Negotiating and Winning RFPs	06 – 10 SEP 2026	Istanbul
MSC 202	Beyond Customer Service - Building a Customer Centric Organisation	13 – 17 SEP 2026	Sharm El Sheikh
MSC 308	Key Account Management - Establishing Profitable Customer Relationships	13 – 17 SEP 2026	Trabzon
MSC 204	Customer - Focused Selling Strategies	20 – 24 SEP 2026	Istanbul
MSC 310	Internet and Social Media Marketing	20 – 24 SEP 2026	Cairo
MSC 206	Creative Retail Selling and Visual Merchandising	27 SEP – 01 OCT 2026	Dubai
MSC 312	Managing Customers for Competitive Advantage	27 SEP – 01 OCT 2026	Istanbul
MSC 208	Advanced Digital Marketing Strategies and Techniques	04 – 08 OCT 2026	Kuala Lumpur
MSC 314	Managing Marketing Communications for Business-to-Business	04 – 08 OCT 2026	Istanbul
MSC 210	Brand Management	11 – 15 OCT 2026	Dubai
MSC 316	Market Research and Intelligence	11 – 15 OCT 2026	Istanbul
MSC 212	Certified Sales Manager	18 – 22 OCT 2026	Cairo
MSC 318	Marketing Professional	18 – 22 OCT 2026	Abu Dhabi
MSC 214	Advanced Customer Service Skills	25 – 29 OCT 2026	Istanbul
MSC 320	Managing Service Quality and Customer Satisfaction	25 – 29 OCT 2026	Trabzon
MSC 216	Client Management Strategies for Retention and Growth	01 – 05 NOV 2026	Cairo
MSC 322	Market Leadership and Marketing Strategies	01 – 05 NOV 2026	Istanbul



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MSC 218	Creating a Marketing Plan for Business-to-Business	08 – 12 NOV 2026	Dubai
MSC 324	Distribution Channel Marketing Management	08 – 12 NOV 2026	Vienna
MSC 220	Content Marketing	15 – 19 NOV 2026	Istanbul
MSC 326	Digital Marketing Strategy	15 – 19 NOV 2026	Austria
MSC 222	Corporate Identity and Brand Management	22 – 26 NOV 2026	Istanbul
MSC 328	Developing and Implementing Strategic Marketing Plans	22 – 26 NOV 2026	Sharm El Sheikh
MSC 224	Consultative Selling Skills	29 NOV – 03 DEC 2026	Riyadh
MSC 330	Delivering Quality Management and Customer Satisfaction to meet ISO 10001 – 10004	29 NOV – 03 DEC 2026	Dubai
MSC 226	Coaching Customer Service Skills	06 – 10 DEC 2026	Cairo
MSC 332	Dealing with Difficult Customers	06 – 10 DEC 2026	Istanbul
MSC 228	Advanced Customer Service Management	13 – 17 DEC 2026	Dubai
MSC 334	Achieving Marketing Excellence in Service Organizations	20 – 24 DEC 2026	Austria
MSC 230	Customer Service Training for Government Employees	27 - 31 DEC 2026	Istanbul