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Al Ain University organizes a workshop about E-Business Strategies

The College of Business Administration at Al Ain University of Science and Technology –Abu Dhabi Campus, organized a workshop entitled “E-Marketing Plans” under the supervision of Dr. Faten Kharbat -Deputy Dean of the College of Engineering and Information Technology, where the and the MBA students participated in the workshop in the "E-Business Strategies" subject.

This workshop comes within the framework of supporting the "Moral Education" initiative which has been launched by His Highness Sheikh Mohammed bin Zayed Al Nahyan -the Crown

Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces, which aims to consolidate the moral characteristics and values among school students, promote tolerance and respect, community participation, develop a spirit of initiative and positive interaction and responsibility also to encourage creativity, innovation, and ambition among the students, in addition to strengthening their love and mastery of science and work.

For their part, the students designed the electronic marketing plan for the deployment of the initiative where it was targeting a range of sectors of society within and outside the country, in accordance with the SOSTAC theory, which is one of the best three theories in marketing for its pragmatism and intellectualism.

[Press Release Link](#)