



Nov 16, 2016

## **AAU participates in Al Ain Media and Marketing Forum**

Al Ain University of Science and Technology represented by the College of Mass Communication and Media students participated in Al Ain Media and Marketing Forum, which has been organized by Abu Dhabi Chamber over two days at Al Ain Rotana Hotel at Al Ain City with a participation of 16 experts from marketing and online media, where the students delegation was accompanied by Dr. Reyad Jaljali, Dr. Marwa Saeed and Mrs. Mona Al Badawi from the College of Mass Communication and Media.

The forum addressed a range of topics related to the traditional and the modern marketing through the social networking and new media, and its impact on the economic and social life in the United Arab Emirates, it also discussed the technologies role in measuring the media performance index and how to take advantage of digital media to build business relations. The forum also presented models of some Emirati personalities who use social networking in their work and how it affects their daily lives.

This Forum is considered as a unique opportunity for the College of Mass Communication and Media students to meet with the most prominent figures in the media field and learn how to use social media to benefit the entire community.

[Press Release Link](#)