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College of Media enhances it student's skills in cooperation with "Symphony"

In cooperation with Symphony company, the College of Communication and Media at Al Ain University of Science and Technology, Al Ain campus, organized a workshop over three days for the public relation and advertising students about the mechanisms of marketing, where they interacted positively with the workshop.

Mrs. Hana Shabaneh, Director of Marketing, addressed several aspects on; the rehabilitation of students to compete in the labor market with great skills, how to organize conferences, exhibitions and events, and the appropriate mechanisms to work in this area. She also talked about the appropriate marketing methods for a certain product and convince the buyer.

She explained the characteristics that a public relations and marketing officer must have including, the charisma, the attractive personality, the way of talking, choosing appropriate words and appropriate physical movements, control the voice tone, successful persuasion methods, and how to make a professional presentation about the service provided.

The workshop reviewed the pros and cons of public relations and marketing staff, stressing on

the strengths and weaknesses that they have to promote or change for the better. On the other hand, Mrs. Hana talked about the digital marketing and artificial intelligence and their relationship to public relations, stressing on the importance to strengthen skills in this aspect, as it is the future in the labor market. About this workshop, Dr. Abdulrahman Theyab, Dean of the College of Communication and Media said that, the college is keen to develop the student's skills and strengthen their knowledge in order to qualify them to compete in the labor market with high efficiency. He also thanked Mrs. Shabaneh for her efforts in presenting the workshop, stressing that cooperation will continue with Symphony company to hold more workshops in the future that benefit students at various levels.

[Press Release Link](#)