

Al-Balqa Applied University

VTC- Project (Funded by EU-Erasmus +)

Event Title: E-marketing; hierarchy and web marketing

Time of conduct: Jan. 17-19, 2017/ 4 hr per day (12 hrs)

Trainer: Ms. Noor Qteishat

Aim: Improving the participants skills in the fields of e-marketing for better job opportunities

Target group: the graduate students (engineering, business and IT specialties)

Training methods used: lectures, individual and group discussions, brainstorming, working groups and case studies.

Participants: 30 graduate students