



**Research Title**

**.............. .............. .............. ..............**

student's name / ........................................

First year / second semester  
scientific department / business administration

academic number / .......................................

Course / marketing

Course Professor

Dr: ayman adel eid.

Table of contents

|  |  |  |
| --- | --- | --- |
| **page number** | **Subject** | **serial** |
|  | **Summary:** | **1** |
|  | **Introduction :** | **2** |
|  | **First: concepts and terms included in the research topic.** | **3** |
|  | **Second: theoretical framework..** | **4** |
|  | **a. Theoretical framework for ...** | **5** |
|  | **B. Theoretical framework for ...** | **6** |
|  | **c. Explain the relationship between the two concepts or the effect of either of them on the other ...** | **7** |
|  | **D. Applied examples.** | **8** |
|  | **Third: The results.** | **9** |
|  | **Fourth: Recommendations.** | **10** |
|  | **Fifth: references.** | **11** |

**Summary:**

No more than one page

**Introduction :**

**Not less than one page and not more than two pagesFirst: Concepts and terms included in the research topic.**

**Marketing:**

Is the amount of operations in which the distribution of products and services from suppliers to customers is driven.

**The marketing process:**

It is a process of identifying consumer prospects, choosing the target audiences, designing the product strategy and coordinating marketing activities. Here are the 4 stages of the marketing cycle we mentioned that involved reaching the right consumer segment.

**Needs:**

Are defined as Requirement, responsibility, or duty required.

**Wants:**

Is described as a desire (something) to possess or do; wish for.

**Demands:**

It is an economic term relating to the quantity of goods or services that customers want to purchase at any given price point. It requires the consumer's buying ability to purchase a certain commodity over a given period of time. In other words, it is the amount of goods or services consumers are willing and able to provide.

**Second: Theoretical framework:**

  theoretical framework for each term is presented to establish some detailed concepts.

1. Theoretical framework for ...... the first term is covered within 3-5 pages.
2. Theoretical framework for …… The second term is covered within 3-5 pages.
3. Explain the nature of the relationship between the two Concepts or the impact of either of them on the other ... This is done by linking the two concepts within 1-2 pages.
4. Give practical examples if necessary to indicate the impact or relationship between the two terms ... within 2-3

**Third: The results:**

The student explains his conclusion by presenting the research article

**Fourth: Recommendations:**

In this item, the student explains the most important recommendations he makes to benefit from the research article  
With the guidance of the following table  
Which represents an executive plan to convert his research into actual implementation.

The implementation plan to benefit from the results and recommendations

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **s** | **The student’s result** | **The recommendation made by the student to activate the result** | **The specialist responsible for implementing this recommendation** | **implementation requirements so that the specialist can transfer the recommendation to an actual implementation** | **The proposed cost is estimated according to the student’s discretion** | **Time and duration of implementation** |
| **1** |  |  |  |  |  |  |
| **2** |  |  |  |  |  |  |
| **3** |  |  |  |  |  |  |
| **4** |  |  |  |  |  |  |
| **5** |  |  |  |  |  |  |

Fifth: Research references.

You must write all sources that you have used them on your topic