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## **AAU Students Acquire Marketing Skills from Google**

In collaboration with the Emirates Foundation, the Deanship of Student Affairs at Al Ain University, Abu Dhabi campus, has organized a training course entitled “Skills from Google”, presented by Mrs. Stephany Daniel. Where she talked about the Internet evolution, the concept of e-marketing and the applications used in it. She also talked about the advantages and disadvantages of e-marketing and the elements required to use e-marketing in a successful manner.

The aim of this lecture is to provide students with the digital skills necessary to help them, develop their career path or business activity, improve their skills in the digital field, and identify tools to help grow the business.

[Press Release Link](#)