



على الطالب أن يختار موضوع واحد فقط من الموضوعات التالية ليكتب فيها
مقالة بحثية تتناول العناصر الأساسية والفرعية لكل موضوع

Topic 1: "Marketing management and green marketing"

- The difference between marketing and marketing management definitions.
- Green marketing definition
- Green marketing mix
- Why are firms using green marketing?

Topic 2: "Marketing and Marketing mix (Product strategies, pricing strategies, place strategies and promotion strategies)"

- Marketing and Marketing mix definitions
- The difference between 4P's and 4C's
- Levels of product and product decisions
- Pricing strategies
- Channels of distribution Strategy
- Promotional mix.

Topic 3: "The key elements of a performance appraisal measurement and techniques/methods of performance appraisals"

- The performance appraisal definition
- Objectives of performance appraisal
- The key elements of a performance appraisal
- Techniques/methods of performance appraisal

Topic 4: "Workplace stress management and benefits of tackling stress"

- Stress and job stress definitions.
- Causes of job stress .
- Categories of workplace stressors and examples of each.
- Benefits of tackling stress.

Best Wishes
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