

Name of Activity: The National Day (the southern region)

Name of the club: the Marketing club

Name of College: CBA

Detailed report for September 2017

Day and date	25/9/2017	Type of activity	festival
Time	8-12	Place	The main hall in KSU
Number of implementers	5	Number of beneficiaries	60

activity the of Goals:

Definition of the southern region in Saudi Arabia

Definition of the tradition of the southern region

Identify the quality of the special dishes in the southern region and explain how to do these dishes

activity the of details Implementation:

arranging hospitality of the southern region corner

Communicate with sponsors and provide hospitality from various popular dishes

Advertising for sponsors accounts through the distribution of cards includes their accounts

Explain the reason for the naming of some popular dishes and from any country started these foods, and how they do these, as well as the definition of the traditions of the southern region, and customs

Recommendations and comments of the activities supervisor:

Many students know more about the southern region in KSA



Attachments

Report implementor	Lamya Muhammed Bin Saad
Activity supervisor	Reem Ibrahim Alblawi

Name of Activity: Sound of Marketing

Name of the club: the Marketing club

Name of College: CBA

Detailed report for November 2017

Day and date	2/11/2017 13/2/1439	Type of Activity	Awareness & interactive
Time	9-1	Place	CBA Hall
Number of implementers	30	Number of beneficiaries	600-800

activity the of Goals:

Definition of the marketing relationship with the audio

Distinguish companies through audio, video or color

Connect a message or a certain idea through advertising

activity the of details Implementation:

The work took on a full month's and work within the university for a week

An announcement of event was made at the College of Business Administration through the Coffee Machine (MEED), So that the event information has been attached to the cups in cooperation with MEED staff

the four corners review:

- 1) first corner shows audios, shows ads are identified by the sound
- 2) second corner, visuals shows Ads are identified by image
- 3) third corner shows, the contest was presented by a group of ads to be recognized by the beneficiaries

4) fourth corner, the correct concepts of marketing were identified in general and personalities benefited from marketing

Offering hospitality by 4twins coffee & sweet (pan cake) and holes.sa (drinks), krispysweet (sweets) and gourmet (grape leaves)

Recommendations and comments of the activities supervisor:

The times of events are close to each other



Attachments



Report implementor	Lamy Muhammed Bin Saad
Activity supervisor	Hessa Al-Shahrani

Name of Activity: building loyalty work shop

Name of the club: The Marketing Club

Name of College: CBA

Report Details of October 2017

Date and Day	٢٠١٧/١٠/٢٢	Type of activity	Workshop
Time	12-1:30	Place	Theater 2 in college of business administration
Number of implementers	6	Number of beneficial	60

Goals of the activity:

Identify definitions of loyalty and issues of the definition.

Exploring different aspects of companies' policies and strategies to gain the customer in market.

Exploring market orientations in loyalty.

Implementation details of activity:

The workshop was in Theater 2 in college of business administration

The workshop obtained a presentation.

A Group of marketing club members have organized the workshop.

Recommendations and comments of the activities supervisor:

Students have enjoyed and learned a lot from the workshop.



Report implementer	Maha Fahad AlQarni
Activity supervisor	Haya Ibraheem AlMugherah

Name of Activity: visit

Name of the club: The Marketing Club

Name of College: CBA

Report Details of November 2017

Date and Day	Nov 22, 2017	Type of activity	visit
Time	8AM-12PM	Place	The Marketing Dept. Co.
Number of implementers		Number of beneficial	14

Goals of the activity:

Learn about what digital marketing and how it works.

Learn more about different marketing fields.

Apply marketing strategies in digital marketing.

Implementation details of activity:

The workshop taken by: Mohammed alhukhail.

The workshop name: digital marketing.

Visit the marketing dep by students and take a workshop for 4 hours.

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Report implementer	Maha Fahad AlQarni
Activity supervisor	Njoud Sami AlTurki