

Final Project

Prepared by Dr. Mohamed Owies

MKT 761

Intro- Lecture





Final Project

College of Media and Marketing

Digital Marketing Program

Intro - Lecture

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Introduction

Intro - Lecture

Graduation projects represent a real opportunity for students to apply and deepen their knowledge of what they have learned during their academic studies, and to work on projects that contribute to community development and improve the quality of life. Graduation projects involve utilizing research skills and in-depth analysis of issues in the field of digital marketing through the application of scientific research methodologies, and the use of modern tools and technologies to produce unique and innovative research projects, achieving practical benefits for society, and excelling in the job market.

Researchers preparing for graduation projects in the field of marketing need to employ the knowledge, research skills, critical thinking, and experiences gained during their studies. They should foster team spirit and teamwork, collaborate with each other and academic supervisors, exchange ideas and experiences, analyze and discuss the results, and provide recommendations and future insights.

Introduction

In this context, the College of Media and Marketing at Midocean University in the UAE recognizes the importance of the role of graduation projects in developing students' scientific and research capabilities and preparing them for practical life. Therefore, the college is committed to supporting students and providing all the necessary resources and facilities to implement graduation projects at the highest level of quality and innovation in the field of digital marketing.

Concept of Graduation Project

A graduation project is an essential component for fulfilling the requirements of a graduation degree. It can be characterized as a research endeavour that involves identifying a problem, formulating a hypothesis, designing experiments to investigate the hypothesis, and deriving conclusions based on the findings.



Objectives of the graduation project

The objectives of the graduation project are as follows:

1. Introduce students to the nature of scientific research and motivate them to engage in scientific thinking and use scientific methodology in research and analysis.
2. Clarify the fundamental concepts in digital marketing research to equip students with the understanding and utilization of various tools and methodologies in this field and enable them to effectively deal with the transformations and changes occurring in it.
3. Enhance students' research skills by identifying the steps of research in the field of digital marketing, including its theories, methodologies, data collection, and analysis tools, enabling them to conduct specialized and high-quality scientific research.

Objectives of the graduation project

The objectives of the graduation project are as follows:

4. Provide students with confidence and proficiency in using data collection tools to prepare a proposed marketing research plan in an integrated manner, utilizing advanced analytical skills that allow them to analyze data and draw conclusions.
5. Utilize the steps of scientific research in preparing a proposed research plan with the aim of enriching the academic field and scientific production and enhancing students' abilities in scientific thinking and the use of scientific methodology in analysis and evaluation.

Guidelines for graduation projects

Guidelines for graduation projects in the field of digital marketing at the College of Media and Marketing, Midocean University in the UAE:

- Students are required to submit proposed research titles for their graduation projects during the first week of the semester.
- Students must obtain the approval of the course supervisor for the research title.
- Weekly attendance and application of the scientific steps in the recorded lectures of the course should be followed in the graduation project.
- Students are expected to submit their project proposal during the third week of the semester.

Guidelines for graduation projects

- Students are expected to submit their project proposal during the third week of the semester.
- The project proposal will be discussed by faculty members in a seminar held during the fourth week of the semester to determine whether the project topic is approved by the university administration.
- The deadline for submitting all project plans is the fifth week of the semester.
- The student should distribute a copy of the research plan to attending faculty members 24 hours before the seminar, after obtaining the supervisor's approval for plan distribution.
- The project plan is approved based on the agreement of over 85% of the faculty members participating in the seminar, and the project can proceed after confirming its feasibility.

Guidelines for graduation projects

- If a project fails to obtain approval from 85% of the faculty members, the student must make all required modifications and present it again after seven days from the date of the seminar, and with the approval of the project supervisor.
- No graduation projects will be accepted at the end of the semester if they are not registered by the specified registration deadline, which is the fifth week after passing the registration seminar.
- Students are expected to attend 70% of the weekly discussion sessions scheduled for seven to ten weeks of the semester.

Guidelines for graduation projects

- Students must follow all instructions and steps required to complete the research according to the scientific research methodology.
- The percentage of citations should not exceed 25% in the research, referring to the total percentage of citations from all sources and references used in the research preparation.
- The complete study must be submitted on time, which is in the eleventh week of the semester, and the projects should be discussed before the final exams of the semester.

The student is required to submit the plan according to the following steps:

- Research title.
- Introduction.
- A literature review.
- Problem statement.
- Significance of the study.
- Study objectives.
- Study questions.
- Study concepts.
- Study hypotheses and assumptions.
- Theoretical framework.
- Methodological framework of the study.
- Data collection tools and study measures.
- Study scope.
- Proposed statistical measures and tests.
- Proposed tabulation according to the timeline.
- List of preliminary sources and references.
- Study appendices.

Preparing the Graduation Project Plan (Proposal)



Research Title

The research title should adhere to the following criteria:

- The title should accurately reflect the research problem.
- It should precisely depict the key variables of the study.
- The title should be concise and meaningful.
- It should be objective, balanced, and comprehensive, encompassing the study's data and information.
- The title should be unique and not duplicative of previous studies.

Research Introduction

The introduction should consider the following criteria:

- The introduction should provide a preamble to the research project's topic.
- It should include the reasons and motivations behind selecting the research topic.
- Present the significant points encompassed by the research project.
- Highlight the importance of the study and its relevance to the community.
- The presentation should progress from general to specific.
- Explain the identified problem and its connection to existing knowledge.
- Establish links with previous studies related to the topic, analyze their perspectives, leverage their insights, and specify the derived information.

Significance of the Study

The following criteria should be considered when discussing the importance of the study:

- Present the theoretical importance of the study.
- Clarify the expected scientific significance.
- Indicate the stakeholders who will benefit from the study's results and the areas of potential impact.

Questions of Study

Questions of Study:

- Clearly state the main research question that the study seeks to answer.
- Outline the sub-questions of the study.
- Ensure that the questions are relevant to the research problem.
- Emphasize that the questions align with the specific objectives of the study.

Literature Review and Theoretical Framework:

- Present studies based on axes related to the study variables.
- Ensure that the studies are recent, original, and based on strong, influential sources.
- Build upon the findings of previous studies.
- Critically analyze previous studies and highlight ways to leverage them for the current study.

Theoretical Frames of the Study:

Theory and research are fundamental elements in scientific inquiry. Theory provides the conceptual framework that helps researchers understand and analyze various social phenomena. It establishes the theoretical basis for the research, guiding it towards relevant questions and appropriate tools for data collection and analysis. Theory and research are integrated in the analysis of data, as well as in the formulation of results and conclusions. Consequently, theory and research work together to provide a framework that assists researchers in accurately understanding and analyzing different phenomena, and in reaching reliable scientific results and conclusions.

- Specify the research methodology used in the study.
- Explain the connection between the methodology and the research topic.
- Clarify how the methodology is applied in the study.

Study Scope:

- Identify the scope of the study (spatial, human, and temporal).

Proposed Tabulation according to the Timeline:

- Present the proposed tabulation based on the specified timeline.

Documentation of Preliminary References and Sources:

- Provide documentation of preliminary references and sources used in the study.

The organized rules for the graduation project

The organized rules for writing, organizing, and presenting a graduation project are as follows:

- The general framework for writing the graduation project.
- The contents of the graduation project.
- Part One: Introduction.
- Part Two: The theoretical framework of the study.
- Part Three: The applied study and its methodological procedures, which include the analysis of study data, writing its results, and discussing them.
- Part Four: Study Appendices.

The student must adhere to academic standards when writing the graduation project, including proper citation of sources and referencing methods according to the following scientific guidelines:

The student should use scientific language, including concepts, terminology, definitions, citations, and theories, and avoid colloquial language in academic writing.

Titles should be consistent with the study's subject and translated into both Arabic and English.

The study can be written in either Arabic or English and must be written in correct language, free of any linguistic or spelling errors.

The font size for the main text should be 14, the main headings (chapters) should be size 18 Bold, sub-headings should be size 16 Bold, and the font type should be Sakkal Majalla. Line spacing should be 1.5, and margins should be 3.5 cm on the right and 2.5 cm on the left.

Leave a line space between the main title and sub-headings and ensure that there is a space when writing main titles, table titles, and figure captions.

Page numbering should be centered at the bottom of each page.

Include a table of contents, tables, and illustrative figures.

Maintain a balance between chapters in the study and provide a brief introduction to each chapter, outlining what the researcher will cover.

Ensure that research tools are validated scientifically.

Explain statistical analysis tables and connect results to the theoretical part.

Ensure that all sources used are properly documented and included in the project's reference list, both within the text and in the references section, following the 7th edition of the American Psychological Association (APA7) referencing system.

The student must include all sources and references used in the study in an alphabetical order in the reference list at the end of the research.

Include all appendices used in the scientific application of the study, including data collection tools and a list of reviewers for those tools or correspondences with the institutions where the application took place.

The final project Content Structure:

Part 1: Introduction

Cover Page

Dedication and Acknowledgments (Optional)

Table of Contents

List of Tables and Figures

List of Appendices

Part 2: The Theoretical Framework of the Study

Introduction

Chapter 1: Methodological Framework

Chapter 2: The First Study Variable

Chapter 3: The Second Study Variable and Their Relationship

Part 3: The Applied Study and Methodological Procedures

Chapter 4: Applied Study Procedures

Chapter 5: Field Study Results

Chapter 6: Results Analysis and Discussion

Part 4: Study Appendices

References of Arabic and Foreign Studies

Study Appendices

Summary of the Study in Arabic

Summary of the Study in English

The final project's Content Structure



Conclusion

The Conclusion:

The researcher writes a summary in both Arabic and English for their research project, regardless of the language of the project (Arabic or English). The summary should include at least four main paragraphs covering the following:

The Study Problem, its rationale, and its significance at both theoretical and scientific levels.

The type of study, its scope, methodology, and the research tools used to achieve the study's objectives.

The most important results obtained from the project can be utilized.

The implications of the results and their practical applicability, along with proposed scenarios and professional perspectives.

Recommendations presented to the community.





Thank You