
**A COMPARATIVE STUDY OF
MARKETING RESEARCH IN EACH
OF THE SUEZ UNIVERSITY THE
UNITED ARAB EMIRATES
UNIVERSITY AND HARVARD
UNIVERSITY**



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Abstract

The aim of the research is to analyze the principles and theoretical foundations for marketing research in universities, and uncover the reality of research marketing at the University of Suez, United Arab Emirates University, Harvard University, compared and interpreted the similarities and differences of the reality of research marketing at the universities of study, and arriving at proposed measures to develop research marketing at the University of Suez in the light of the comparative study, using comparative approach ,at the end of the research, mechanisms were developed to develop the marketing of research at the University of Suez in the light of the comparative study and research results.

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Abstracts

Future of Arab Education

Key words: - Marketing Research, Suez University, United Arab Emirates University, Harvard University.