

Designing and validating a Marketing Plan for Nursing Education

Thesis

*Submitted in Partial Fulfillment of the Requirements for Doctorate
Degree in Nursing Science
(Nursing Administration)*

By

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**Faculty of Nursing
Ain Shams University
2013**

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**Under
Supervision of**

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**Faculty of Nursing
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Acknowledgment

*First and foremost, I feel always indebted to **Allah**, the most kind and the most merciful.*

*I would like to express my deep appreciation to **Prof. Dr. Samia Mohammed Adam**, Professor and Head of Nursing Administration Department, Faculty of Nursing, Ain Shams University, for her precious help, moral support, fruitful advice and kind attitude.*

*My deepest gratitude and sincere thanks also go to **Assist. Prof. Eman Salman Taie**, Assist Professor of Nursing Administration, Faculty of Nursing, Helwan University, for her precious help and moral support.*

My deepest gratitude and sincere thanks also go to faculty members (Jury group) in Administration department and Marketing department who participated in the validation of a marketing plan for the nursing education.

My deepest gratitude and sincere thanks also go to students in the third year of the selected preparatory school and the students in the third year of the scientific science division of the selected secondary school who participated in the study sample.

Last but not least, I would like also to express my gratitude and appreciation to all those who directly or indirectly helped me in putting this piece of work together and making it looks the way it is now.

Thanks

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Thanks

Dedication

To

My husband,

My sons,

My family,

and our Nursing Profession

& Nursing Education.

Operational definition

Awareness: meaning knowledge and attitudes.

It means knowledge and/or understanding of an issue or subject. This knowledge may or may not affect the attitudes.

تصميم واختبار مصداقية خطة تسويقية لتعليم التمريض

رسالة مقدمة /توطئة للحصول على درجة الدكتوراه
فى
علوم التمريض
(إدارة التمريض)

مقدمة من

الطالبة / وفاء السيد حسن هلال

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2013

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جامعة عين شمس

2013

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