

The faculty of pharmacy have prepared a strategic plan for marketing and advertising its newly launched program (Pharm D program) from 1/March/2017 to 26/May/2017. All staff and some of the students have participated in in the plan to introduce the program as well as attracting potential customers.

- Visiting private and public secondary schools (two schools/day) starting two per week. starting with the hot spots schools according to statistical analysis prepared by the registry office.
- Try to contact waiting list potential students.
- Visiting private high medical institutes.
- LIMU Media centre may help us to make an introductory video about our program to be shown on TV.

26/May/2017 to 27/ June /2017 (Ramadan)

- Radio advertisement in a popular channel.
- Poster in teaching supporting centres (Especially the third year high school students)

July-August time for high school results announcements:

- Social media (Face-book, Instagram).
- Advertising posters in streets (if possible)

