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Al Hilal Bank Receive Media Students

Within the course of public relations and social networks, under the supervision of Dr. Faisal Al Sarhan, the College of Communication and Media at Al Ain University of Science and Technology organized a scientific visit to the Al Hilal Bank for its students in Al Ain Campus.

Ms. Hind Al Marzouqi Director of Al Hilal Bank at Al Ain branch, received, the student delegation and gave a brief about the bank history, and the usage of social media to communicate with the audience by the bank. In addition to, introduced students to the system that measures the customer's satisfaction.

Dr. Faisal Al Sarhan, Assistant Professor at AAU, said that the aim of this visit is to develop student's skills, introduce them to the latest social media that are used by external institutions to build relations with customers and to build strong relations with Al Hilal Bank.

[Press Release Link](#)