

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

**Sudan University of Science and Technology**

**College of Graduate Studies**



## **Evaluating the Role of Electronic Channels In Marketing Efficiency**

**تقييم دور القنوات الإلكترونية في كفاءة التسويق**

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**By:**

**Zeinab Aleibied Gasm\_Elseed Mahmoud**

**Supervisor:**

**Dr: Osama Ahmed Ibrahim**

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