Creative Dissertation: Social Media Marketing Techniques in the MENA region. Paper details: Proposed Dissertation Title: The title (tentative) should be precise to allow the reader to comprehend the subject matter of the work. II. Research Question or Hypothesis: State clearly what your research interest is. Define your research question/hypothesis and the main objectives of your research (Min 300 words). The main objective which we call it Research aim is actual the dissertation title rephrases it accordingly. You must break down the research aim in the following objectives which could be around three to four Research Objectives (example) 1) An investigation of the different models related to the business development 2) Background analysis of the industry finding what are the trends opportunities and developments. 3) Investigating the expectations of the potential customers primary data with a Survey 4) Identifying the gaps between the theory and the practices in the field with the analysis of primary data (doing interviews with relative practitioners) 5) Recommendations for further improvement and development III. Review of Literature/Background: Make a synthesis of the contributions made in your research field by accredited scholars. Describe how your intended research will complement and expand on the current literature, and what contributions you intend to make to the existing knowledge (Min 800 words). It is a literature review in 800 words. Identifying the main related model and frameworks using several citations with references for showing that you are aware of the main academic developments in the related research problem. Try to describe the models and doing a critical analysis with findings of advantages and disadvantages for them. IV. Research Methodology: Clearly indicate the methods and techniques which you are planning to use to gather information and investigate the identified problem. (Min 800 words). You have to explain what research methodology is using references, what methods are available like survey, interviews and what are the main advantages and disadvantages Furthermore, you have to present which methods or methods will be used for collecting your primary data. It must be in detail and answer the main relative raised questions for developing it in practice. For example, who will be asked, do I have access to them, what sample could be used etc. V. Selected Bibliography: Please indicate a representative list of the main bibliographical sources you intend to utilize for your dissertation. Please provide full citations. (Min 20 sources) There resources will be derived from the literature and the research methodology as there you must develop several citations and references. VI. Research and Writing Timeline: Indicate your expected research timetable: starting date, research time, data analysis time, writing time, editing time, date of first draft submission, and expected defense time. You may use a Gantt chart. (Min 100 words.) Based on the advisor's advice regarding the submission dates, you will create a simple Gantt chart for showing the development time for your dissertation.