



**THE EFFECTIVENESS OF THE MARKETING
COMMUNICATION IN TELEKOM TRAINING
COLLEGE (TTC), JALAN GURNEY KIRI,
KUALA LUMPUR**

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**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
ALOR GAJAH**

MARCH 2005

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**Submitted in Partial Fulfillment
of the Requirement for the
Bachelor of Business Administration
(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
ALOR GAJAH**

MARCH 2005



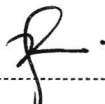
**BACHELOR OF BUSINESS ADMINISTRATION
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“DECLARATION OF ORIGINAL WORK”

I, Norhalilah binti Abdul Jalil, (I/C Number: 820503145484)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees
- This project paper is the result of my independent work and investigation, except where other wise stated
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged

Signature: 

Date: 7 / 4 / 2005

LETTER OF SUBMISSION

March 2005

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
KM 26 Jalan Lendu
78000 Alor Gajah
Melaka

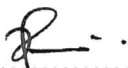
Dear Madam,

SUBMISSION OF PROJECT PAPER (MKT 660)

Attached is the project paper titled "THE EFFECTIVENESS OF THE MARKETING COMMUNICATION IN TELEKOM TRAINING COLLEGE (TTC), JALAN GURNEY KIRI, KUALA LUMPUR" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA

Thank You

Yours sincerely,



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NORHALILAH BINTI ABDUL JALIL
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Bachelor of Business Administration (Hons) Marketing

ABSTRACT

Nowadays, education institutions are continuously seeking better ways to communicate effectively and efficiently with their targeted audiences. The competition is more intense than ever, and the marketplace is filled with communications clutter. Marketing communicators are challenged to use communication methods that will break through this clutter to reach audiences with interesting and persuasive messages. In meeting these challenges, companies are embracing a strategy of Integrated Marketing Communication (IMC). Marketing communication activities is more effective when their strategies are base on knowledge of consumer behavior. The combination of appropriate IMC and consumer behavior will activates the consumer's decision process.

Thus, Telekom Training College (TTC) notices that in order to reach wider coverage of audiences they need to implement the marketing communication towards the right direction. Utilize the appropriate marketing communications tools will contribute to achieve TTC goal and mission.

Furthermore, this study will examine and measure the effectiveness of the marketing communications that has been used by TTC besides to give solutions and suggestions to improve their efforts until it really pay off.