

**A STUDY ON THE PROMOTIONAL CAMPAIGN BY THE MULTIMEDIA
COLLEGE (MMC) SABAH**

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"DECLARATION OF ORIGINAL WORK"

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Hereby, declare that:

- This work has been **Submitted in Partial Fulfillment** of the requirement for any degree, diploma or certificate for which it is currently submitted for this degree.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim quotations have been acknowledged.

**FACULTY OF BUSINESS MANAGEMENT
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Signature

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Promotion or advertising has the subtle ability to reach out and touch everyone living and working in the modern world today. In fact, at some time in their lives, most people will probably become amateur creators of advertising – whether they design a flier for a school car wash, write a classified ad for a garage sale, or develop a whole campaign for some business, charity, or political cause.

The purpose of this study is to identify the effectiveness of the promotional campaign made by the MMC. In addition, this study also identifies the most suitable medium to improve MMC promotional campaign together with the suggestions on ways to improve their promotional campaign.

This study is beneficial to the MMC itself as a reference tools to identify the area that need to be focused more in order to tackle more prospect in the future. Moreover, through this study, MMC might get several suggested ways to improve their services from the customer point of view.

Data used to analyze the promotional campaign made by MMC were gathered from 126 respondents who are mainly the students of the MMC itself.