

FROM FOUNDATION TO PROFESSION: ENGAGING PROSPECTIVE PHARMACY STUDENTS AT UiTM DENGKIL

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PHARMACY PROGRAMME OUTREACH ACTIVITY

The Faculty of Pharmacy, Universiti Teknologi MARA (UiTM), participated in the UiTM Festival Perform held on 7th February 2026 to promote the Bachelor of Pharmacy (Undergraduate) programme to foundation (Asasi) students at UiTM Dengkil. This initiative aimed to increase awareness, provide accurate information, and encourage prospective students to consider pharmacy as a future career pathway.

The programme was coordinated by Dr. Nur Wahida Zulkifli, Coordinator of the Undergraduate Pharmacy Programme, with the support of Mr. Mohammad Hafizie Dianel Mohd Tazizi, a young lecturer from the Faculty of Pharmacy; Dr. Nur Syamimi Ariffin, Coordinator of Quality Unit; and Mr. Ahmad Merza Mohd Nasir, an alumnus of the Asasi programme who is currently pursuing postgraduate studies in pharmacy. They were accompanied by 10 pharmacy students from Parts 7 and 2, who actively engaged with visitors and facilitated peer-to-peer sharing during the session and at the booth, creating a vibrant, approachable atmosphere for visitors.



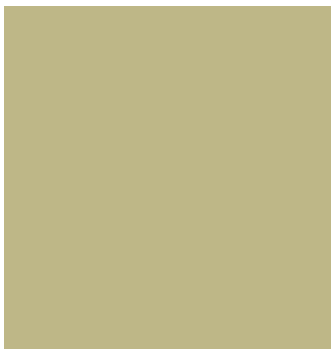


PharmPathfinder - better understanding of the pharmacy profession

The promotional session was designed to be interactive, engaging, and informative. Various strategies were implemented to ensure effective communication with students, including informal sharing sessions, open discussions, and visual materials. To support continued engagement beyond the event, the faculty introduced a Padlet platform, which allows students to submit questions and receive responses from the faculty. This initiative provides a sustainable communication channel and demonstrates the faculty's commitment to student support and outreach.

Overall, the briefing and promotional session were highly successful. Students showed strong interest and actively participated throughout the programme. The Q&A session was particularly engaging, with many students asking insightful questions related to programme entry requirements, career prospects, and student life in the Faculty of Pharmacy.

In addition, the PharmPathfinder initiative was introduced to help students better understand the pharmacy profession. Through this tool, students were guided on the scope of pharmacy practice, career pathways, and the skills required in the field. The involvement of current pharmacy students in promoting PharmPathfinder helped make the session more relatable and provided valuable peer insights for the foundation students.



This positive response reflects the effectiveness of the engagement strategies employed and highlights the potential of such initiatives in attracting future pharmacy students. The enthusiastic response demonstrated the strong appeal of the programme and reinforced the Faculty's ongoing commitment to nurturing the next generation of pharmacists.