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Institut
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PGS POST



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IPSiS Outstanding Award Recipient: **Student Recruitment of The Year 2020 Award**

The Drive to Strive for Excellence, Against All Odds

In our attempt to bring more postgraduate students, Institute of Graduate Studies (IGS) UiTM established an integrated marketing approach which includes key strategies, from aggressive student recruitment to increasing the visibility of UiTM postgraduate programmes. Each key activity was well-thought-out, focused on ongoing marketing campaigns instead of flash-in-the pan expensive advertisements. Most importantly, to capture the attention of potential postgraduate students, we aligned a social marketing approach with a theme that is relevant to people's lives, interests and selling experiences over products. What makes our approach a success was the way we combined both traditional and digital marketing to enhance an organic performance.

We participated in traditional physical education campaigns in many targeted countries, such as Indonesia, Maldives, Sri Lanka, China and the Middle East and we initiated strong connections with universities and government of each country we visited. A partnership with these governments was intended to ensure trust of the government towards UiTM, as well as promoting UiTM as a place of study for the civil servants. The University to University (U2U) initiatives was promoted to establish close partnership between UiTM and universities overseas. Among the government that we have close ties is Indonesia, where the secretary-general of the United Development Party, is a PhD candidate in UiTM.

Locally, we also took part in state education fairs, such as Sabah, Kedah, Penang, and Kuala Lumpur. IGS UiTM was also featured on the New Straits Times for a cover story entitled The Value of a PhD. Furthermore, for the very first time, Postgraduate UiTM was on a digital billboard ad, strategically placed above the Federal Highway. These marketing strategies created a cohesive assimilation intended to spark the discussion about pursuing postgraduate studies among the local community and to enhance visibility of UiTM Postgraduate Studies.

COVID-19 pandemic that hit the world in March 2020 halted all local and international travel, physical gatherings and events. The situation put a barrier for IGS to execute our planned marketing strategies. However, this do not stop us and since then, we embraced digital marketing, from participating in virtual education campaigns locally and internationally to hosting multiple virtual open day throughout 2020.

Consequently, virtually, we have reached thousands of prospective students in 35 countries. In addition, official agents were appointed to promote our postgraduate programmes and recruit students.

Importantly, our effort at IGS UiTM is supported by the faculties and the Office of International Affairs (OIA) to ensure a smooth enrolment process for each student. Fast and friendly student services is what we take pride. All campaigns and efforts, after all, will not be a success without our committed and dedicated staff. At IGS UiTM, the harmony and close collaboration with each other are two things we anchor on. As a result of the hard work, creativity and against all odds, our performance exceeded the KPI of 2020. We successfully brought in 9,371 Malaysian students and 556 international students from 35 countries to study in UiTM and were awarded as the winner for the THE Awards 2020 for the Student Recruitment Campaign of the Year Category. Alhamdulillah.





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