



UNIVERSITI
TEKNOLOGI
MARA

Institut
Pengajian Siswazah

PGS POST

Volume: 2 Issue: 2 December 2023



#StudyinUiTM
#Postgraduate
#IPSisUiTM

#UiTMDihatiku
#RealizingAspiration
#GRU2025

Unleashing Potentials
Shaping the Future



THE World University Rankings
2023 TOP 1501+



MDEC
Premier Digital
Tech Institution



THE IMPACT RANKINGS
2022 TOP 101-200



MARA
MALAYSIA RESEARCH ASSESSMENT

IPSis BUZZ @ Radio UFM



In an effort to promote postgraduate studies at UiTM, IPSis BUZZ collaborated with UiTM's digital radio station, Radio UFM, to launch a promotional slot. This slot aired for an entire hour every Thursday from August to November 2023. The importance of radio promotion cannot be underestimated, as it provides benefits not only to the more than 220 postgraduate programs offered by UiTM but also to IPSis as a catalyst to ensure the UiTM brand's success.

IPSis BUZZ has successfully gathered over 20 faculties, colleges, and campuses from the entire UiTM system to be weekly guests on their show. During these shows, they share information and insights on the postgraduate programmes offered. The radio's ability to target specific audiences has proven to be successful, as IPSis BUZZ continuously embarks on promotional activities along with the Head of Postgraduate Studies, representing each of its unique programmes.

Moving forward, IPSis plans to keep running the IPSis BUZZ promotional slot in conjunction with the March 2024 intake for postgraduate programs. IPSis believes that frequent promotional efforts help to attract more audiences, and the dissemination of information about Masters and PhD programs could serve as a call to action for all listeners to make strategic decisions about their future.

IPSis Buzz
@ Radio UFM *All you need to know about postgraduate studies @ UiTM*

Special session with Dean of IPSis

30.10.2023
(Monday)
10am – 11am

RADIO UFM UiTM
93.6

Prof. Ir. Dr. Zuhaina Hj. Zakaria
Dean of Institute of Postgraduate Studies (IPSis)

IPSis Buzz
@ Radio UFM *All you need to know about postgraduate studies @ UiTM*

24 August 2023
(Thursday)
10am – 11am

RADIO UFM UiTM
93.6

College of Computing, Informatics & Mathematics
Assoc. Prof. Dr. Norjansalika Janom
Head of Postgraduate Centre

Dr. Norizan Amwar
Coordinator (Postgraduate)