



**THE EFFECTIVENESS OF PROMOTIONAL STRATEGY FOR  
GOVERNMENT EDUCATION PROGRAM:  
A CASE OF MULTIMEDIA COLLEGE KUALA LUMPUR**

**AINI HAYATI BINTI AHMAD**

**2003270294**

**BACHELOR OF BUSINESS ADMINISTRATION  
(HONS) MARKETING  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
MALACCA CAMPUS**

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FACULTY OF BUSINESS ADMINISTRATION  
UNIVERSITI TEKNOLOGI MARA  
MALACCA CAMPUS**

**“DECLARATION OF ORIGINAL WORK”**

I, Aini Hayati Binti Ahmad, 821008-10-5092

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 otherwise stated
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_

Date: 15 NOV. 2005

## LETTER OF SUBMISSION

Aini Hayati Binti Ahmad  
Bachelor of Business Administration (Hons) Marketing  
Faculty of Business Management  
Universiti Teknologi MARA  
78000 Alor Gajah

15 November 2005

Encik Norazman Harun  
Coordinator of Practical Student  
Faculty of Business Management  
Universiti Teknologi MARA  
78000 Alor Gajah

Dear Sir,

### SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **“THE EFFECTIVENESS OF GOVERNMENT EDUCATION PROGRAM ON PROMOTIONAL STRATEGY: A CASE OF MULTIMEDIA COLLEGE 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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AINI HAYATI BINTI AHMAD

2003270294

Bachelor of Business Administration (Hons) Marketing.

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## **ABSTRACT**

This study evaluates the effectiveness of promotional strategy made by Multimedia College Kuala Lumpur to increase number of student intake. MMCKL has done various promotional activities in order to attract public knowledge about Multimedia College itself. In today's market, many private colleges are providing the best place for tertiary education, so that, this study may help MMCKL to improve the marketing strategy as well as become the best place for education in term of programs offered and facilities.

Overall result indicated that generally the public is still not aware about the college and product offered by MMCKL. It was identified that the lack of MMCKL on communication was the main cause of low level of awareness among majority of the public towards the brand and most of them were unsatisfied with the promotion that have been done. However, the quality of the diploma programs offered has a positive feedback from the students or customers. As a conclusion, MMCKL should increase their promotional activities in order to increase the number of student intake.