



**THE MARKETING MIX INFLUENCE STUDENT'S CHOICE OF UNIVERSITY
TOWARDS CRESCENDO INTERNATIONAL COLLEGE.**

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**BACHELOR OF BUSINESS ADMINISTRATION (HONS.) OF MARKETING
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LETTER OF TRANSMITTAL

28 June 2018

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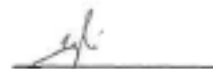
Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the research report title "The Marketing Mix Influence Students' Choice of University Towards Crescendo International College" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You,

Yours sincerely,



Elissa Binti Elias

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Bachelor of Business Administration (Hons) Marketing



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(HONS) MARKETING
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"DECLARATION OF ORIGINAL WORK"

I, Elissa Binti Elias (NRIC: 961020016660)

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: 28 June 2018

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ABSTRACT

This study is to investigate variables in the marketing mix that can influence student choosing Crescendo International College. This variable consists of 4P's which is product, price, place, and promotion. But, in the service marketing they have an extended marketing mix which is typically comprising 7P's including the 4P's, extended marketing mix include process, people, and physical facilities. In the educational industry, where the product is replaced to the programme. Quantitative method is the design use for this research to understand the relationship between independents variable which is marketing mix and dependents variable which is student's choice of university towards Crescendo International College. The findings of this study stated that the variable of physical facilities is the factors and the reasons student choose Crescendo International College. This findings shows that most of the students are more attracted and focusing on the facilities that the university have when making a choice of university

Keywords: *Physical facilities, place, promotion, processes, students' choice of university.*

