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MKT 650 - 72

NEWSPAPER ADVERTISEMENT
UNABLE TO INFLUENCE THE MIND
OF THE CONSUMERS EFFECTIVELY

FATEEN SYAHIDA SYAHBANU AMRAN
96680779

BACHELOR OF BUSINESS
ADMINISTRATION (HONOURS)
(MARKETING) FACULTY OF BUSINESS
AND MANAGEMENT
MARA INSTITUTE OF TECHNOLOGY
DUNGUN TERENGGANU

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LETTER OF TRANSMITTAL

BBA (Hons.) (MARKETING)
Faculty of Business and Management
Mara Institute of Technology
23000 Sura Hujung, Dungun
Terengganu Darul Iman.

3 October, 1998

Mr. Tuan Haji Zamri Mohd Noor
Faculty of Business and Management
Mara Institute of Technology
23000 Sura Hujung, Dungun
Terengganu

Project Paper (MKT 650) Attachment

Enclose hereby project paper entitled “Newspaper Advertisement Unable to Influence the Mind of the Consumers Effectively” for your perusal.

I hope this project paper will approve by you and meet the requirement by the study.

Thank you,

Yours truly,



FATEEN SYAHIDA SYAHBANU AMRAN

96680779

UNIT BUNYAN & PERKHIDMATAN PEMBACA

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UNIT PERKHIDMATAN PEMBACA

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EXECUTIVE SUMMARY

Newspaper is the most popular medium for an advertisement purpose since it is the cheapest and has broad acceptance by the people. Through newspaper it is easy to approach and get the attention of the people to the ads.

But in other view, newspaper is unable to influence the customer's mind effectively through the ads brought by the newspaper because people have less awareness on the advertisement display or perform by newspaper, they read the newspaper only for the news but not purposely for the ads.

Therefore this project paper is carry out to discover the truth and the fact behind the newspaper as an advertisement medium by using some methodology which may help the researcher in gathering the required information. And beside that it is also use to make prove either it is right or wrong, newspaper ads is unable to influence the consumers' mind effectively.

UNIT KUTAYAN & BUKITINGGIRI PEMBACA

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