



**A STUDY ON THE EFFECTIVENESS UMS LINK HOLDINGS
PROMOTION STRATEGIES IN KOTA KINABALU**

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ABSTRACT

The purpose of conducting this research is to fully the syllabus MKT 662 in order for the University to award the bachelor degree. The investigation promotion strategy of UMS Link is the main purpose on this research, where the researcher was identifies the main element that is important to achieve goal of the company. According to the investigation, the objective is;

- 1) To investigate the program or training that has high response among student and public.
- 2) To identify method of promotion strategy more suitable and effective for UMS Link
- 3) To suggest better quality presentation, services and promotion strategy these give a positive impact to UMS Link customer.

At the end of the research, the researcher may conclude that, the program training that offered by UCPD is the demand in the market nowadays, Program Diploma Corporate Executive is the highest interested by respondents. Moreover, promotion strategy through advertising is newspaper more effective , does not mean media strategy promotion is neglected, it need to be improving in order respondent know about the promotion conduct by the company.