



THE MOST INFLUENTIAL 4PS TOWARDS STUDENTS' ENROLMENT:  
THE CASE OF COSMOPPOINT INTERNATIONAL  
COLLEGE OF TECHNOLOGY

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JUNE 2014

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## **ACKNOWLEDGEMENT**

It is a pleasure to express my sincere gratitude to our Marketing Research advisor, Miss Bernadette for her support throughout the research process. She has share a lot of knowledge and gave guidance throughout the process of completing this project paper. Therefore, I would like to convey our special thanks to her for the assistance and encouragement.

A special thanks should also be given to my mentor, Miss Killorine Sylvestor which have helped in delivering the best project paper and guiding me to the real situation in the project case.

Deepest gratitude also due to all the respondents, without their time and energy to answer our questionnaire, this study would not have been successful.

Last but not least, I wish to express my love and gratitude to the beloved families and friends for their endless understanding and support through the duration of the project paper.

## **ABSTRACT**

The purpose of this project paper is to study the most influential 4Ps which leads to students' enrolment in Cosmopoint International College of Technology Kota Kinabalu (CICT KK). The researcher is focusing on the The Traditional Marketing Mix which is the product, place, price and promotion. Quantitative data collection method and the simple random sampling is used to aid the research. The target population for the research is the active students of CICT KK. 90 questionnaires will be distributed to the respondents and will be analysed by using the SPSS software.