



Cawangan Negeri Sembilan  
Kampus Seremban

# FACULTY OF SPORTS SCIENCE AND RECREATION

*"Where sports and knowledge come together"*



## FSR@S3 e-BULLETIN

1<sup>ST</sup> EDITION

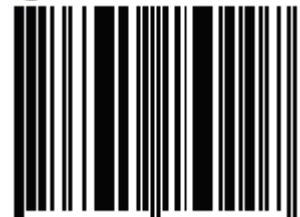
YEAR 2023

In conjunction with student association



Faculty of Sports Science and Recreation

eISSN 3009-1500



9 773009 150007

9 NOVEMBER 2023

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## **BUDDY WALK, YOU'RE NOT ALONE**

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SEREMBAN 2 - This program was organized in collaboration with two primary schools, SJKT Convent Seremban 2 and SK Taman Seri Mawar Senawang, by the Semester 3 students of The Bachelor of Sports Management (Hons.) Program (SR241). This program is an initiative that can support community celebration of students with special needs.

Because children with special needs enjoy different privileges, the implementation of this program can aid in fostering friendships between them and other students in the community. Additionally, the way this program is structured might encourage a sense of cooperation, especially among the program's implementation committee members. The program's final goal is to assist both male and female students in putting what they have learned in academic courses to use while also fostering a spirit of volunteerism in them.

On Wednesday, the 7th of June 2023, an exciting event took place from 7:30 AM to 2:00 PM at the renowned SJKT Convent Seremban 2. This program is one of the course assignments of (SRT502) and (SRB503) organized by the students of the Bachelor in Sports Management Program from the Faculty of Sports Science and Recreation, UiTM Negeri Sembilan, Seremban campus. The program provides opportunities for students with special needs to socialize with the community, especially UiTM citizens, while also creating a more fun and new learning space for students with special needs. UiTM students can also put into practice, all that they have learned in the subjects of Recreation for the Disabled (SRT502) and Sponsorship in Sports (SRB503).

The students engaged in a variety of activities, including aerobics dance and orienteering. Through the energetic and rhythmic movements of aerobics dance, participants do not only have fun but also improve their cardiovascular health and flexibility. Meanwhile, orienteering challenges their navigational skills and problem-solving abilities as they navigate through unfamiliar terrain with the help of maps and compasses. These activities provide a perfect blend of physical fitness, mental stimulation, and teamwork, ensuring a well-rounded experience for all involved.

In conclusion, the program for disabled undergraduates plays a crucial role in promoting inclusivity and equal opportunities for all individuals in the educational system. When planning an event targeted towards a school for the disabled, considering the marketing mix is essential in ensuring its success. The marketing mix, consisting of the 4Ps (Product, Price, Place, and Promotion), can be tailored to create an engaging and inclusive experience for the disabled students. By offering a program or service that is accessible and caters to their needs, the event can provide meaningful and enjoyable participation for all. Setting an appropriate price, whether through sponsorship opportunities or donation drives, ensures that the event remains accessible to disabled students and their families. Selecting an accessible venue and implementing necessary accommodation as well as promoting the event through channels that specifically reach out to the disabled community, such as disability-focused media and organizations, guarantees that the event is inclusive and allows everyone to fully and willingly participate.



Picture 1: Photos compilation during the event