

**A STUDY ON THE EFFECTIVENESS OF PROMOTION  
ACTIVITIES CONDUCTED BY THE COSMOPPOINT  
COLLEGE KOTA KINABALU**



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Herby, 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
- This project paper is the result of my independent work and investigation except where other wise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

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## ABSTRACT

Cosmopoint College of Kota Kinabalu is one of the private higher learning institutions in Sabah specialize in education, corporate training, multimedia & software development, as well as IT consultancy services. Since established in 1991 in Kota Kinabalu, this college develop its positive image and positive reputation. As a private college, Cosmopoint may also face competition among others private higher learning around Kota Kinabalu. In order to create awareness among their target market, this college must have marketing plan so that they will know the life cycle of their organization. Marketing plan is important to Cosmopoint College, thus one of the marketing plan that help in running their marketing activity is the promotion activity. The purpose of this study is to identify the effectiveness of promotion activities conducted by Cosmopoint College. Its carried out four main objectives which are to identify the promotion activities need to improve, to evaluate and analyzing their current promotion activity, to measure the level of effectiveness of their promotion activities and also to recommend in order to improve their promotion strategies.

Chapter one of this study will overview the background of this research, problem statement, objectives, significance and limitation of study and the definition of terms. Chapter will provide several literature review of this study. Under chapter three, the researcher will identify the method that used for data collection, sampling design and procedure for analyze data. Under chapter four,