



***THE EFFECTIVENESS OF PROMOTIONAL MIX IN CREATING CUSTOMERS
AWARENESS TOWARDS THE PRODUCT AND SERVICES MADE BY TALENT
ENHANCEMENT ACADEMY (TEA)***

NAZROL BIN JEMARON
2008424204

BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT UNIVERSITI
TEKNOLOGI MARA MELAKA

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**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA MELAKA**

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ABSTRACT

To be successful, organizations must look into the needs and wants of their customers. This is the reason why many researchers have continuously emphasized on the importance of promotion strategy or marketing communication. This will help to increase the sales of the product, company and their product and services. promotion mix which also known as marketing communication can be the best solution in providing information, build customer relationship as well as persuasively communicate customer value.

The purpose of study this study is to explain about the customer response towards importance of marketing communication tools. The conclusion suggest that the company should apply more to personal selling more accurately that will give them benefit to use the method as combine to the other elements also. Talent Enhancement Academy may take the recommendation for the idea in generating the effective promotional tools in future.

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