



**FACTORS INFLUENCING THE EFFECTIVENESS OF MARKETING  
COMMUNICATION STRATEGY IN UniKL MICET**

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**BACHELOR OF BUSINESS ADMINISTRATION (Hons)**

**MARKETING**

**FACULTY OF BUSINESS ADMINISTRATION**

**UNIVERSITI TEKNOLOGI MARA**

**JANUARY 2015**

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Project submitted in fulfillment of the requirements

for the degree of

**BACHELOR OF BUSINESS ADMINISTRATION (Hons)**

**MARKETING**

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**UNIVERSITI TEKNOLOGI MARA**

**MELAKA**

**JANUARY 2015**

**DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION (Hons) MARKETING  
FACULTY OF BUSINESS ADMINISTRATION  
UNIVERSITI TEKNOLOGI MARA**

I'm Aziemah binti Abdull Sattar@Ismail (I/C Number: 900619-03-5332)

Hereby, declare that,

- This work has not previously has been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of independent work and investigation except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.
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Signature:

.....

(Aziemah binti Abdull Sattar@Ismail)

Date:

## **LETTER OF SUBMISSION**

**7<sup>th</sup> January 2015**

The Head of Program

Bachelor of Business Administration (Hons) Marketing

Faculty of Business Management Universiti Teknologi MARA

Kampus Bandaraya Melaka

110 Off Jalan Hang Tuah 75300 Melaka

Dear Sir/Madam,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper "Factors influencing the effectiveness of marketing communication strategy in UniKL MICET" to fulfill the requirement as needed by the Faculty of Business Management Universiti Teknologi MARA.

Thank You,

Yours Sincerely,

.....  
Aziemah binti Abdull Sattar@Ismail

(2012421378)

Bachelor of Business Administration (Hons) Marketing

## **ABSTRACT**

### **FACTORS INFLUENCING THE EFFECTIVENESS OF MARKETING COMMUNICATION STRATEGY IN UniKL MICET**

Marketing strategy to a company is very important as to make the customers aware about company's product. In addition, without marketing in a company, the company cannot be growth as well as other successful company. The main purpose of this study was to determine the relationship between Independent variable (advertising, telemarketing, event marketing and web marketing) and dependent variable (Factors influencing the effectiveness of marketing communication in UniKL MICET). This study was conducted in Taboh Naning, Melaka and aim is to address the most significant factor towards influencing the effectiveness of marketing communication in UniKL MICET. This study is focus to the UniKL MICET's students and 100 questionnaires were gathered in this research. The questionnaires were used to obtain and collected the data from the respondent. The researcher use non-probability sampling is because the entire respondents are too large and randomly drawn in UniKL MICET. There has a few of sampling, and the researcher has decided to use convenience sampling technique for this study. Convenience sampling is type of non-probability sampling design, which it attempts to obtain a simple of convenient elements. Often respondent are selected because they happen to be in right place at right time, which is area UnikL MICET itself. Overall, it can be concluded that event marketing is the most effective strategy that UniKL MICET can be used more.