



**THE EFFECTIVENESS OF INTEGRATED MARKETING
COMMUNICATION USED BY UMW PENNZOIL DISTRIBUTION SDN
BHD SHAH ALAM IN PROMOTING LUBRICANT OIL**

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MODE B

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**Submitted in Partial Fulfillment
Of the Requirement for the
Bachelor of Business Administration
(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UITM, KAMPUS BANDARAYA MELAKA**

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DECLARATION OF ORIGINAL WORK



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“ DECLARATION OF ORIGINAL WORK ”

I, Azizah Binti ISmail, (I/C Number : 880119105060)

Hereby, 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 any other degrees
- This project paper is the result of my 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

Signature : _____

Date : _____

LETTER OF SUBMISSION

10 January 2012

The Head of Program
Bachelor Of Business Administration (Hons) Marketing
Faculty Of Business Management
Universiti Teknologi Mara
73500 Kampus Bandar Melaka
Melaka.

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "THE EFFECTIVENESS OF INTEGRATED MARKETING COMMUNICATION USED BY UMW PENNZOIL DISTRIBUTION SDN BHD SHAH ALAM IN PROMOTING LUBRICANT OIL" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara

Thank you

Your sincerely

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Bachelor Of Business Administration (Hons) Marketing

ABSTRACT

This research conducted focusing on “The Effectiveness of Integrated Marketing Communication Used by UMW Pennzoil Distribution Sdn Bhd, Shah Alam in Promoting Lubricant Oil”. Since a marketing communication is quite important nowadays, customers’ point of view are very important to ensure the effectiveness of marketing communication in term of marketing activities is high. The main objectives are (1) To investigate whether UMW Pennzoil Sdn Bhd is able to create an effective communication using their integrated marketing communication tools, (2) To determine the level of commitments for promotions by UMW Pennzoil Sdn Bhd, (3) To determine the most effective element in Integrated Marketing Communication for promoting lubricant oil and (4) To determine the solution and recommendation for suitable marketing communication tools. The respondents of this study were public in Shah Alam, Selangor area. 100 questionnaires had been distributed among them. The researcher had used convenience sampling as the sampling technique. The process of analyzing and interpreting data has been presented by tables and figures using method of analysis such as reliability analysis, frequency analysis, descriptive analysis and correlation analysis. The recommendations are the company have to enhance more on their marketing activities such as advertising, public relation and sales promotion in order to increase their sales of their Lubricant Oil.