



MODE A

**THE BRANDING SIGNIFICANCE AND ITS RELEVANCE TO
UNIVERSITI SAINS ISLAM MALAYSIA (USIM)**

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NOVEMBER 2009

DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK”

I, Marina binti Mamat, (I/C Number: 830213-11-5112)

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

05 November 2009

The Head of Program
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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "THE BRANDING SIGNIFICANCE AND ITS RELEVANCE TO UNIVERSITI SAINS ISLAM MALAYSIA (USIM)" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

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ABSTRACT

The creation of a strong brand and the deliverance of perceived service quality are premised by employees' ability to deliver on customer expectations. Branding is a phenomenon that allows the individual institution to provide information and images. Branding may also be a promising strategy for improving institutional cooperation. As well, branding efforts may also be a promising way to instigate internal change at a given institution. Last but not least, branding efforts may help higher education institutions to rediscover what they are, and their basic purposes. The branding significance and its relevance to Universiti Sains Islam Malaysia (USIM) is the title for this case study. The issues of this study are; what are the branding problems involve in reaching branding establishment. Management need to identify the problems and factors which influence customer's preferences towards USIM and how management of USIM practice strategic planning to achieve image and branding. It is important to recognize the ways of solving the problems related with branding. The findings are about what USIM's practice related to the issues which are institution's image, competition among other universities, media planning, innovation, and the planning and implementation of integrated marketing communications (IMC). The gap analysis is about the differences between theory and what USIM approach according to the issues. There were recommendations on the gap analysis that have been discovered. In short, by comparing and practicing what the theories stated about branding USIM are able to get better in reaching brand establishment even though they have implement what are the best for their organization appropriate with the situation of the organization itself.

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