



**A STUDY ON IMPLEMENTING PROMOTION STRATEGY  
IN KOLEJ YAYASAN MELAKA**

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**NOVEMBER 2009**

## **DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOURS (MARKETING)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
“DECLARATION OF ORIGINAL WORK”**

**I, NUR'AIN BINTI SA'AD, (I.C NUMBER: 851104-04-5226)**

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not been 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 the verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_

Date: 30<sup>th</sup> November 2009

## LETTER OF SUBMISSION

30<sup>th</sup> November 2009

**The Head of Program,  
Bachelor of Business Administration (Hons) Marketing,  
Faculty of Business Management  
University Technology MARA  
Malacca City Campus  
75300 Malacca.**

Dear Sir/Madam,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled **“A STUDY ON IMPLEMENTING PROMOTION STRATEGY IN KOLEJ YAYASAN MELAKA”** to fulfill the requirement as needed by the Faculty of Business Management, University Technology MARA.

Thank you.

Yours Sincerely,

.....

(NUR'AIN BINTI SA'AD)

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Bachelor of Business Administration (Hons) Marketing.

## **Abstract**

Promotion is used to communicate with customers with respect to product offerings. Promotion has a key role in determining profitability and market success and is one of the key “Four Ps” of the marketing mix. The tools that can be employed in the promotional mix include: advertising; direct marketing; sales promotion; public relations and publicity; personal selling and sponsorship.

The purpose of this study is to present implementation promotion strategy in Kolej Yayasan Melaka where the promotion strategy is one in marketing mix element and it's important to company take as a marketing strategy for attract student study at Kolej Yayasan Melaka.

The study is conceptual based on a review of academic literature on promotion strategy in major marketing journal. These study present selected references classified by key marketing strategy topic for further pursuit by interested readers. This study also reflects my experience and view based on practical training at Kolej Yayasan Melaka and trade journals.

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