



**THE EFFECTIVENESS OF PROMOTIONAL TOOLS  
TO CREATE STUDENTS AWARENESS OF  
NETHERLANDS MARITIME INSTITUTE OF  
TECHNOLOGY (NMIT)**

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## **LETTER OF SUBMISSION**

APRIL 2010

The Head of Program  
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Universiti Teknologi Mara  
Campus Bandaraya Melaka  
Melaka

Dear Sir,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled "The Effectiveness of Promotional Tools to Create Students Awareness of Netherlands Maritime Institute of Technology (NMIT)" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara.

Thank You.

Your Sincerely,

NORHAYATI WAHIB

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**“DECLARATION OF ORIGINAL WORK”**

I, Norhayati Bt Wahib, (I/C Number: 870529-06-5752)

Hereby, declare that:

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

**Signature:**

**Date:**

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## **ABSTRACT**

The main purpose of this study is to identify the effectiveness of promotional tools to create students awareness of NMIT. The objective of this study are to determine the most suitable types of approach used that creates students awareness on NMIT and to establish the most effective of the promotional tools in NMIT. PELORUS has offered a combination of essential programs to a number of the nation's key industries sub-sectors, which includes shipping, ports and terminals, shipyards, power generation, petroleum refining and gas processing since 1998.

The respondents is 60; existing students of NMIT, who study at Kotaraya campus, Johor Bharu. The researcher had decided to distribute the questionnaire which is primary data. To do the analysis and interpretation of data gathered, the researcher had chosen to use a computer software program which is Statistical Performance for Social Science (SPSS). All primary data are processed and analyzed using Statistical Package for Social Science SPSS (Version 16.0). The results were in form of Reliability Test, Frequency Distribution and Mean.

From finding, the researcher found that the most suitable types approach used that creates students awareness on NMIT for direct marketing is internet, for advertising is webpage, for sales promotion is lower cost, for publicity is pres conference and for personal selling is face to face by set-up booth. The most effective of promotional tools in NMIT is advertising (webpage and brochure) in creating awareness to students of NMIT.