



**THE INFLUENCE OF PROMOTION MIX ON ENHANCEMENT
OF STUDENT ENROLMENT IN UniKL MIMET.**

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**BACHELOR OF BUSINESS ADMINISTRATION
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“DECLARATION OF ORIGINAL WORK”

I, Amirah Binti Ramlan (NRIC: 940514085698)

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: 20 December 2018

LETTER OF TRANSMITAL

20th December 2018

Mardziyana Mohamad Malom
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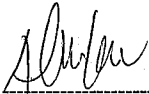
Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the research report title "The influence of promotion mix on enhancement of student enrolment in UniKL MIMET" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You.

Yours sincerely,



(Amirah Binti Ramlan)

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Bachelor of Business Administration (Hons) Marketing

TABLE OF CONTENTS

TOPIC	PAGE
DECLARATION	i
LETTER OF TRANSMITTAL	ii
ACKNOWLEDGMENT	iii
TABLE OF CONTENTS	iv
LIST OF TABLES	vii
LIST OF FIGURES	viii
ABSTRACT	ix
CHAPTER ONE: INTRODUCTION	
1.0 Introduction	1
1.1 Background of Company	1
1.2 Background of the Study	3
1.3 Problem Statement	4
1.4. Research Objectives	6
1.5 Research Questions	6
1.6 Significant of Study	6
1.7 Scope and Limitation of Study	7
1.7.1 Scope of Study	7
1.7.2 Limitation of Study	7
1.8 Terms and Definition of Study	8
1.8.1 Student Enrolment	8
1.8.2 Advertising	8
1.8.3 Personal Selling	8
1.8.4 Direct Marketing	8
1.9 Summary of the Chapter	8
CHAPTER TWO: LITERATURE REVIEW	
2.0 Introduction	9
2.1 Overview of the Higher Education Institution	9
2.2 Promotion Mix	9

ABSTRACT

The study objective is to identify the influence of promotion mix on enhancement of student enrolment in UniKL MIMET. The variables are student enrolment, advertising, direct marketing and personal selling. To attain the objectives of this research, there has three hypothesis are developed and tested. Besides that, each hypothesis were measured and the results obtained are subsequently explained. Literature reviews was included in this research project as to provide better understanding on the influence of promotion mix and also provide justification on the research questions and research problems. The study used the descriptive research design and used questionnaires as data collection instruments. Then, the respondent was a bachelor's student at UniKL MIMET and 125 respondents was selected using stratified sampling techniques. The data were analyses by Scientific Programme for Social Sciences (SPSS 20.0). After that, the analysis was presented by using figures and tables and the analysis concludes that direct marketing has a significantly influence with student enrolment in UniKL MIMET thus it means that direct marketing has influence on student enrolment.

Key words: *Promotion mix, student enrolment, advertising, direct marketing, personal selling.*