



**EVENT MARKETING AS A PROMOTIONAL TOOL FOR
STUDENTS ENROLMENT:
A CASE STUDY OF KFC HOLDING INTERNATIONAL
COLLEGE**

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ABSTRACT

This paper is about a research Event Marketing as a Promotional Tool for Students Enrolment in Of KFC Holding International College. Researcher do a qualitative research mode which require researcher to do interview and observation in order to gain information about the types of event marketing held by KFCH International College and how they evaluate the event marketing effectiveness. From the interview, researcher identifies types of event marketing used by KFCH International College are road shows, exhibition and internal events such as open day and campus visit. However, some of the selection of event marketing by KFCH International College was not the best selection that can give high student enrolments for them which create gap. This research also evaluates the effectiveness of event marketing at KFCH International College. It is important to evaluate the event marketing so that KFCH International College can see whether event marketing is effective as promotional tools for student enrolments. Based on interview and observation, researcher found the types of event marketing at KFCH International College were road shows, exhibition and internal events. Meanwhile, KFCH International College evaluates the effectiveness of event marketing at KFCH International College by the students' enrolment per year. The paper started with an overview of company background, followed by literature review, research methodology, findings and finally conclusion and recommendations.