



THE EFFECTIVENESS OF MARKETING TOOLS TOWARD THE STUDENT  
RECRUITMENT IMPLEMENTED IN KIARA COLLEGE

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## **ABSTRACT**

The existence of Private College and Public Universities in Malaysia makes the institution become tougher competitive to compete for students, particularly with the new presence of Private College as KIARA College. KIARA College has been almost 3 years in the Education market. It is under the MASA KIARA Sdn Bhd. With the presence of KIARA College, they have to work hard at promoting their college and courses by using the appropriate marketing tools to attract the interest of potential students. In this situation, an effective marketing tool plays the important role in the recruitment of students. Thus, the research is to identify The Effectiveness of Marketing Tools toward the Student Recruitment Implemented in KIARA College. Apart from that, this study is a descriptive research which the respondents for this study were publics in area Sepanggar which is from the area of UMS, SULAMAN until UiTM. The total of respondents was 200 respondents. Researcher also used simple random sampling. The researcher used questionnaires to distribute, to gather all data necessary and findings were analyzed by use SPSS (Statistic Data Editor). Lastly, the discussion derived from the findings and researcher suggested some recommendations and suggestion to KIARA COLLEGE.