

From: UUM CORPORATE COMM.
Sent: Khamis, 18 Mac 2021 2:52 ptg
To: UUM - All Staff; UUM - All Students
Subject: Marketing Division's 'Biskut Kering Kopi O' Season 1 Ends On A High Note



UUM Corporate Comm.
Universiti Utara Malaysia

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"UUM : UNIVERSITI PENGURUSAN TERKEMUKA"
(THE EMINENT MANAGEMENT UNIVERSITY)

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Pictures by Marketing Division

MARKETING DIVISION'S 'BISKUT KERING KOPI O' SEASON 1 ENDS ON A HIGH NOTE



UUM ONLINE: 'Biskut Kering Kopi O' FB live session ended its first season on 4 March 2021 on a high note. Spearheaded by Universiti Utara Malaysia (UUM) Marketing Division, it attracted the interest of potential students to pursue studies at UUM while at the same time creating awareness amongst members of the public on the availability of unique programmes and expertise found in UUM.

Airing for the first time on 21 January 2021, the first season of 'Biskut Kering Kopi O' FB live session showcased in total 139 panellists throughout its 21 episodes. With its anchor Mdm. Norazlin Hj. Abd. Jalil, the first FB live session featured the School of Creative Industry Management and

Performing Arts (SCIMPA). Garnering in total 70 400 views, the first season of the FB live sessions was also shared by 1945 viewers and engaged 49 723 people. The episodes featured throughout of season one were aired from two different venues namely the Students Lounge at the School of Computing and Manager's Coffee.

Being the first ever FB live sessions to be conducted on a large scale by a department at UUM, season one of 'Biskut Kering Kopi O' with its 155 364 FB reach and 32 guest artists, involved 16 schools and various centres at UUM was carried out over a period of 43 days. Amongst the centres, departments and schools featured in the first season were the National Golf Academy, Centre for Foundation Studies in Management, the Development and Maintenance Department (JPP), Culture and Arts Centre (PBS) and many more.

Apart from attracting prospective students to pursue studies at UUM, the FB live sessions also served as a platform where the panellists comprising Deans and alumni spoke about the flagship programmes found at their respective schools whilst discussions also evolved around pertinent current issues relating to employability, online teaching and learning, job prospects and many more. With its grand finale which aired on 4 March 2021, the Marketing Division promised to deliver more informative and appealing 'Biskut Kering Kopi O' Season 2 FB live session, targeted at international students.

Mdm. Norazlin, the Marketing Director expressed hopes that the upcoming season of 'Biskut Kering Kopi O' FB live sessions will reach many more people in the future and will also serve as one of the many platforms to inform the public of not only its one-of-a-kind programmes available at UUM but also the many kinds of services UUM and its experts have to offer.



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