

**STUDENT'S PERCEPTION ON THE BRAND PERFORMANCE OF MOUNTAIN TOP
UNIVERSITY ON SOCIAL MEDIA.**

BY

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CERTIFICATION

I certify that this work was carried out by Okiche, Chioma Joy from the Department of Mass Communication, Mountain Top University, Ogun State, Nigeria under my supervision.

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(Supervisor)

Dr. Chinyere Mbaka
(Head of Department)

DEDICATION

I dedicate this work to God Almighty God for his wonderful guidance and resilience to create this work and also to my loving parents Mr and Mrs Okiche for their words of encouragement and financial support, their love and their care. I also dedicate this work to all the lecturers of the Department of Mass communication in Mountain Top University who have impacted me with knowledge.

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ABSTRACT

There is a broad agreement that awareness leads to knowledge, and knowledge leads to behavior modification. It is important to understand the brand performance of your brand especially on social media as the world is going digital. Social media has a great influence rating the brand performance of Mountain Top University. Therefore this research seeks to explore the dynamics of brand performance using the media, in order to improve the brand of the university and also create awareness. This study also sought to find out the students perception on the brand Performance of Mountain Top University on social media. It examined the extent to which the study population was aware of the availability of Mountain Top University on social media. The study made use of questionnaire and interview to collect data from respondents who were conveniently sampled. The collected data was analyzed and the results presented through tables, frequencies and percentages. The findings of the study revealed that Mountain Top University has a low brand performance on social media. They seldom also post captivating content about Mountain Top University on the media. The study recommended better ways of utilization of the media, in order to effectively disseminate information about Mountain Top University, so as to influence the consumer's perception and attitude towards the university.

KEYWORDS: Brand Performance, Media, Students, Perception, Mountain Top University