Campus Life

UMPSA launches Study@UMPSA portal to strengthen digital marketing strategy

Tue, 04/29/2025 - 12:39

GAMBANG, 17 April 2025 – Universiti Malaysia Pahang Al-Sultan Abdullah (UMPSA) marked another important achievement in its digitalisation efforts by launching its official academic marketing portal, Study@UMPSA, which also features an artificial intelligence (AI)-based smart agent known as BURU.

The launch of Study@UMPSA is expected to catalyse UMPSA's efforts to attract more quality students and create a progressive, globally recognised learning ecosystem.

The portal was launched by the Vice-Chancellor, Professor Dr. Yatimah Alias.



Also present were the Deputy Vice-Chancellor (Academic and International Affairs), Professor Dato' Ir. Ts. Dr. Ahmad Ziad Sulaiman, and the Chief Information Officer, Professor Ts. Dr. Hamdan Daniyal.

Also attending were the Senior Director of Academic Services, Ernie Nurazlin Lizam, and the Director of the Centre for Marketing and Admission, Zainal Bahari.

According to Professor Dr. Yatimah, this new approach not only strengthens UMPSA's internationalisation ecosystem but also opens up opportunities for students to enjoy a more inclusive and high-impact cross-border learning experience.

"This portal was developed as a digital one-stop centre to centrally disseminate information about UMPSA's academic programmes, including mainstream admission pathways through UPU and alternative channels such as the MUST Channel (Direct Admission to UMPSA), foundation studies, postgraduate studies, international students, and others.

"The portal is designed to be user-friendly, responsive, and comprehensive in providing access to information for students and the general public.

"What's even more interesting is the presence of BURU, the AI-based virtual assistant was inspired by the owl symbol—an icon of wisdom and information literacy," she said.

BURU functions as a digital agent that helps users navigate information more easily and quickly, in line with the current needs of the tech-savvy generation.

Professor Dr. Yatimah also announced the establishment of the Student One Stop Centre (SOSC) at the Gambang Campus as a more comprehensive student service centre, as well as the UMPSA Marketing War Room, which will act as the university's promotional coordination centre.

She also expressed appreciation to the Academic and International Affairs Department (JHEAA) and UMPSA Advanced for their dedicated efforts in developing this portal, which is part of the Vice-Chancellor's 2025 Address transformation initiative under the fifth thrust – New Marketing Strategy.

By: Naqiah Puaad, Centre for Corporate Communications

Photos: Zaffaruddin Hamzah, Centre for Corporate Communications

Translation by: Dr. Rozaimi Abu Samah, UMPSA Press

- 93 views

View PDF