

Campaign on having a good attitude

THE TAR-U-Care “It’s All Care” is a creative PR campaign organised by the third year Bachelor of Public Relations students from Tunku Abdul Rahman University College (TAR UC).

It starts with an online campaign and ends with an on-ground event. This campaign is to encourage TARCIANS to care for their institution, inspire them to uphold positive behaviour and have a good attitude on campus in order to show gratitude to TAR UC.

The three-day initiative targets the students and staff in the TAR UC KL main campus. This campaign aims to inform future leaders on the importance of having a good attitude.

In TAR-U-Care “It’s All Care”, the committees have set up four sta-

tions that explain the importance of each scope in-depth.

Infographics and demonstrations are displayed to serve as visual aids to present information to visitors in an attractive manner.

Game stations will also be available to get participants involved and allow them to grasp concepts and messages in an interactive manner.

All these elements are combined to offer the audience a holistic experience.

“Ever since 1969, TAR UC has been producing students of exceptional calibre. We have plenty of alumni taking up leadership roles in their respective industries.

“Having just passed our 50th anniversary, TAR UC is an institution that guides students and also

plays a role in moulding attitude,” said TAR UC president Prof Dr Lee Sze Wei in his welcoming address.

“Since Public Relations is a communications-based subject, it is very important to be able to convey their messages and ideas in an effective manner.

“This campaign challenges the student committee to come up with messages in a creative manner,” said campaign adviser Josephine Ng.

The initiative is meant to educate TARCIANS to be more mindful, reminding them that having good character is equally as important as having achieved high standards in education.

TAR UC vice president Assoc Prof Dr Chook Ka Joo was also present at the event.



(From left, on stationary bicycles) Prof Lee and Dr Chook trying the Bicycle Blender.