

**KNOWLEDGE AND SKILL REQUIREMENTS FOR MARKETING POSITIONS: THE GAP
BETWEEN EMPLOYERS' AND UNDERGRADUATE MARKETING STUDENTS'
EXPECTATIONS IN KUCHING, SARAWAK**



**RESEARCH MANAGEMENT INSTITUTE (RMI)
UNIVERSITI TEKNOLOGI MARA
40450 SHAH ALAM, SELANGOR
MALAYSIA**

BY :

**MARGARET LUCY GREGORY
JASMINE VIVIENNE ANDREW
NORAIDA BINTI OMAR**

JANUARY 2013

Contents

1. Letter of Report Submission	iii
2. Letter of Offer (Research Grant).....	v
3. Acknowledgements.....	vii
4. Enhanced Research Title and Objectives.....	vii
5. Report.....	1
5.1 Proposed Executive Summary	1
5.2 Enhanced Executive Summary	2
5.3 Introduction.....	3
5.4 Brief Literature Review	4
5.5 Methodology	7
5.6 Results and Discussion	9
5.7 Conclusion and Recommendation.....	117
5.8 References/Bibliography	21
6. Research Outcomes	23
7. Appendix.....	24

TEAM MEMBERS

MARGARET LUCY GREGORY
PROJECT LEADER



Signature

JASMINE VIVIENNE ANDREW
PROJECT MEMBER



Signature

NORAIDA BINTI OMAR
PROJECT MEMBER



Signature

5. Report

5.1 Proposed Executive Summary

(Original proposal – 300 words) – 1 page only

Marketing education has seen a tremendous growth over the years. Thus, marketing education has a responsibility of preparing marketers of the future with the relevant knowledge and skills essential for subsequent organizational and career success. However, there is little research done on the effectiveness of marketing education in Malaysia focusing on purely marketing elements. Our research attempts to identify what undergraduate marketing students in Sarawak expect of their jobs and how these expectations can be compared to the needs of the job markets and identifying areas of commonality and difference. This study will use qualitative and the quantitative method. Data will be analyzed using the SPSS 17.0 software and descriptive analysis will be used extensively in this study.

With a greater insight into the expectations of employers and students alike, we hope to draw some conclusion about the effectiveness of the current degree program in encouraging students to develop the capability required if they are to be employed as fresh graduates. Furthermore, the findings would provide suggestions for how courses offered by the universities and institutions of higher learning could be adapted to reflect employers' needs.

5.3 Introduction

Background Information

With the increasing competition in the Malaysian economy and increasing opportunities for marketing jobs in the country, marketing education has been reported to experience a tremendous growth over the years. Marketing education has an important role or responsibility to prepare marketers of the future with the relevant knowledge and skills crucial for subsequent organizational and career success. However, there is little research done to date on the effectiveness of marketing skills and knowledge taught in marketing education focusing on purely marketing elements required of new or early marketing undergraduates in Malaysia.

Thus, it is unclear whether the students' expectations of their acquired skills and knowledge required for marketing positions are matching the requirements of marketing practitioners who screen and interview candidates for marketing jobs. Previous studies done within the Malaysian context have focused primarily on general skills and knowledge of business education with marketing being one element of these studies (Muniapan, 2008).

This study attempts to identify what are the marketing skills and knowledge expected by the undergraduate marketing students in Kuching, Sarawak to be considered important in the workplace and how these expectations can be compared to the needs and requirements of the job markets and identifying areas of commonality and difference. Thus, by comparing the students' expectations with the expectations and needs of employers, this study hope to draw some conclusion about the effectiveness of current marketing degree program in preparing the students for the workplace with the necessary skills and knowledge if they are to be employed as fresh marketing undergraduates.

Furthermore, as marketing graduates enter an increasingly competitive job market, thus the findings would provide suggestions for how marketing courses offered by the universities and institutions of higher learning could be adapted to reflect employers' needs and requirements. The study we report here focuses on employers and undergraduate marketing students' of higher learning institutions in Kuching, Sarawak.