



**THE EFFECTIVENESS OF MARKETING AND PROMOTION ACTIVITIES IN THE  
PERPUSTAKAAN SULTAN BADLISHAH, UiTM KEDAH**

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**2009271064**

**KIS 220 6C**

**IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE DEGREE OF  
BACHELOR (HONS.) IN LIBRARY SCIENCE & INFORMATION MANAGEMENT**

**FACULTY OF INFORMATION MANAGEMENT UNIVERSITI TEKNOLOGI MARA  
(UiTM) KEDAH**

**DEC. 2009 – APRIL 2011**

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## **ACKNOWLEDGEMENT**

I would like to thank all the people who have helped in one way or another in the writing of this research on “The Effectiveness of Marketing and Promotion Activities in the Sultan Badlishah Library, Uitm Kedah”.

First of all I would like to extend my special thank for Miss Noryana bt Ahmad Khusaini, my supervisor for this research. She had given me the guideline to prepare this research and gave me explanations about this research. She had sacrificed her own time and energy in order to make sure I can complete this research on time.

Secondly, I would like to thank all my respondents because they willing to become my respondents. Not forgotten my friends who also help me in completing this task. They had given me support until I complete the research on time.

Thank you.

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**FARLEEN AZRINA HJ ZAMBERI**

## **ABSTRACT**

Marketing and promotion activities are very important to the library in order to promote the products and also services. The marketing and promotion activities not only done manually but also electronically. This study is aimed to seek for the effectiveness of marketing and promotion methods in Perpustakaan Sultan Badlishah (PSB). The independent variables that had been determined for this study are librarians' skill, promotion methods, users' needs and information technology (IT). Moreover, in order to gain data, the questionnaires are distributed to the students from Diploma in Information Management (DIM) part 3 and Bachelor in Information Studies (BIS) part 4. They are chosen because, during this semester, they are learning about marketing in the libraries. So, they are able to give accurate and precise answers. For analyzing data, the Statistical Package for the Social Science (SPSS) version 14.0 will be used.

**Keywords :** Marketing, promotion activities, marketing and promotion effectiveness