



**THE INFLUENCE OF SKILLED EMPLOYEES TOWARDS
MARKETING COMPETENCIES.**

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DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK”**

I, Idayuwati Bt Abdullah @ Ab Rahman, (I/C Number : 780311-06-5574)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

A handwritten signature in black ink, appearing to be 'Idayu' with a long horizontal stroke extending to the right.

Date: _____

15 APRIL 2001

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ABSTRACT

Marketing competencies are “focus point” that funnel peoples’ skills and efforts to make greater effect. Marketing competencies, on an organizational level, are a synergistic blending of the core competencies that the employees bring to work every day.

The aim of this study is to explore whether skilled employees can influenced the marketing competencies. The skilled employees that consists of task handling skills and people handling skills. Based on competencies identified by SCANS that have 5 competency areas and three basic skills have been adopted to develop the questionnaire.

This study have came to the outcome that there was s significant relationship between skilled employees and marketing competencies that had been tested using the hypotheses testing.

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