Determinants of Marketing Skill Competency Among SPM Leavers

Alif Muzakkir[1], Muhammad Irsyad[2], Mohamad Mubeen[3], 'Aqil Anuar[4], Norliza Ramli[5], Noor Fareeza Azmi[6]

[1,2,3,4,5] *Marketing Department, Kolej Professional MARA Seri Iskandar, Perak, Malaysia*
E-mail: aliffaizal246@gmail.com, irsyadzaki05@gmail.com, pesmurzeeq@gmail.com, aqilother6@gmail.com, norliza.ramli@mara.gov.my, fareeza.azmi@mara.gov.my

Abstract

This paper examines how some of these factors influence marketing skill competency among Malaysian SPM leavers based on the Theory of Planned behaviour (TPB) as the paradigm. The new job market requires a learner the skills of adapting to the digital and competitive economy practiced in Malaysia and as such marketing education should equip students with such skills. Nonetheless, there is very few facts regarding the level of readiness and the levels of skills of SPM leavers prior to commencement of programs in marketing diploma programs. In this work, exposure to marketing knowledge and interest in marketing are considered components of the attitude with the help of TPB, career guidance and social support are the subjective norms, and the digital media experience and self-efficacy. All these play a role in determining the perception of students towards their competency in marketing skills. The type of designed survey was a quantitative one where 319 SPM leavers were considered to complete a structured online survey questionnaire with a five-point Likert scale. Analysis of the data was done through descriptive statistics where frequencies and proportion, average score analysis was done in Microsoft Excel and IBM SPSS. The results indicate that there is a very high awareness regarding marketing as a potential course of study at 98.7%. General levels of exposure, interest, social support, digital media experience, and self-efficacy were also high (M = 3.84, 3.76, 3.72, 3.73 and 3.79 respectively). The perceived marketing skill competency in general was considerable as well (M = 3.72); the basic marketing concepts knowledge (M = 3.65) and the ability to develop simple marketing content (M = 3.63) were moderate. Such findings suggest that although the students have positive attitudes and confidence, they require further training in the foundational skills. The research also provides the local support of the evidence on the program outreach, curriculum, and the design of learning based on the skills of the marketing education.

Keywords **:** *Career Guidance Support; Digital Media Usage; Exposure to Marketing; Interest in Marketing; Self-Efficacy; Skill Competency in Marketing; Theory of Planned Behaviour (TPB)*