

Academic Experiences and Employability Analysis of Marketing Management Graduates of Notre Dame of Marbel University, Philippines

Wilma Mercad¹, Mary Jane Gorgonio², Rean May Galang³

^{1,2}Faculty Member, Business Administration Department, Notre Dame of Marbel University

³Program Coordinator, Business Administration Department, Notre Dame of Marbel University

Abstract

The study was conducted to find out the status of employment of Bachelor of Science in Business Administration graduates, specifically those majoring in Marketing Management from school years 2017-2020. Specifically, the study described the profile of the graduates, employment current status and history. Additionally, it determined also the competencies developed, their level of preparedness in their future career, as well their level of satisfaction on their academic experience. They also recommended on what aspect needs to be improved in the delivery of the educational services. In data gathering, a survey questionnaire was adapted from Commission of Higher Education (CHED) GTS. The data collection was done using multimode surveys where it utilized both online and paper survey. Majority of the respondents were between 26 to 28 years old. The primary reason for taking business course is their strong passion for the profession. Most graduates were employed in private institutions and were hired immediately after six months of graduation. Their current roles directly related to their college degree. Graduates credited the quality of their education to the teaching faculty, while values formation was attributed to various extracurricular activities. To better prepare students for the workforce, graduates recommended increasing the frequency of seminars, training, and activities focused on entrepreneurial and corporate skills. Overall, the findings indicate that BSBA Marketing Management graduates are highly employable. They are well-prepared for their professional undertakings and expressed high levels of satisfaction with their academic experience at Notre Dame of Marbel University.

Keywords: NDMU Business graduates, employability study, Marist education, academic experiences, work preparation

1. Introduction

The Philippines puts a high regard on education. When a student earns a high school diploma, they will consider enrolling in college. According to the Commission on Higher Education, based on the 2020 Higher Education Enrollment data, the Business Administration course is the top choice for a college course. Marketing Management is commonly offered since it is a multi-disciplinary course that brings more opportunities to graduates.

Notre Dame of Marbel University (NDMU) is a religious academic institution whose pursuit is to provide a quality Christian education that will mold future productive citizens of the country, who are competent based in their chosen careers. With the fervor of delivering quality education in the vicinity of the

SOCKSARGEN region as well as the neighboring regions, the institution has been running for 79 years and has produced quality graduates who are present in the different sectors of society. One of the courses offered by NDMU is the Bachelor of Science in Business Administration major in Marketing Management According to CHED Memorandum Order (CMO) 17 series of 2017, a marketing graduate is prepared to pursue a career in public relations, advertising, sales and market research. A marketing management graduate is expected to be technically and competent, possessing not only the skills but also the mindset. The expectation is that the graduate is equipped with the skills set required by the industry.

When a student graduates from their chosen higher education institution, it is either they will proceed to employment, some will assume succession of the family business, or they will start their own business ventures. Whereas, graduates who go for employment must reach the expectations of the employers because, as stated by Atienza, C. L., & Magkilat, B. C. (2019, May 21) in the Manila Bulletin, employers want students to be trained according to the needs of the workplace and want to do away with subjects that are irrelevant to the needs of the working world. The colleges and universities will be the vessels for transforming the basic knowledge into applicable skills.

The product of the HEI would be someone who could perform different tasks regardless of the degree they earned. It means that they can either go into employment or become an employer. Whatever career path they, the projected skills must be in tune with the to the 21st-century skills. These 21st-century skills are learning and innovation skills, life and career skills, and information media and technology skills, as mentioned by Ramos, W. J., Ramirez, S. D., & Medrano, D. V. (2018) in their study, "The Employability Skills of BSBA-Marketing Management Students." These are the skills to be infused through the basic knowledge imparted in every lesson delivered. These are the skills that will hone a well-rounded personality that can be an asset.

A graduate tracer study was conducted to gauge the employability of the graduates and to measure the effectivity of the training provided by the HEIs in paving the way for the careers of their graduates. The GTS covered Bachelor of Science in Marketing Management graduates from 2018-2020. The department utilizes the results in improving its curriculum to keep abreast of the trends and demands of the ever-changing industries.

Specifically, it sought to do the following:

1. Describe the profile of the graduate respondents of the College of Business and Administration.
2. Describe the present employment profile of the graduate respondents.
3. Describe the employment history of the graduate-respondents of the BS in Business Administration major in Marketing Management.
4. Identify the skills learned in college that the graduate-respondents found very useful in their jobs.
5. Determine the level of preparation at NDMU as perceived by the graduate respondents.
6. Determine the respondents' recommendations to further improve the BSBA Marketing Management Program of the College of the College of Business Administration.

2. Methodology

To determine the employment status of the graduates of BS in Business Administration major in Marketing Management of Notre Dame of Marbel University, the use of quantitative research design was used which is appropriate in the conduct of a tracer study. The survey questionnaire used to gather the data was based on the CHED GTS survey form with improvements on some of the information that needed to be added

to the survey. Meanwhile, for the analysis and presentation of data, frequency counts, percentage, and means were used. The collection of data started in June 2022 and lasted until July of 2023.

The population of BSBA in Marketing graduates from 2017 to 2020 was 234, based on the University Registrar's records. The sample size of 69 was generated using the Sample Size Calculator by Raosoft, Inc., with a 10 percent margin of error, and a 90 percent confidence level. It utilized a mixed-method sampling design in reaching the target respondents. A mixed-method sampling design is when a researcher combines either non-probability and probability sample designs, which can be distinguished based on the nature of the unit that is sampled, wherein technology can be used in the sampling procedure (Daniel, 2012). In this case, the population is available and the determination of the sample size is through Raosoft. The sampling procedure used is purposive sampling where, according to Daniel (2012), the respondents are selected because they satisfy the inclusion and exclusion criteria that require them to be graduates of NDMU BSBA MM from 2017 to 2020.

There were 87 respondents: 31 percent were graduates from school year 2017, with the same percentage in 2019, which was 31 percent; this is followed by graduates in 2018 (29%). Only 9 percent were graduates from school year 2020.

The survey questionnaire was adapted from the Commission on Higher Education (CHED) Graduate Tracer Study Form and was modified by the NDMU Research and Publication Center, and the Business Administration faculty members. The research instrument is a self-administered questionnaire which can be filled out by the respondents at their convenience using KoboToolbox, as well as paper copy of the questionnaire for those who cannot be reached online. The composition of the questionnaire includes: the profile of graduates, present employment, reasons for employment and unemployment, employment history, waiting time for first employment, first job experiences, relevance and effectiveness of learning at NDMU, and recommendations on how to improve the marketing management curriculum. The questions/items included in the questionnaire are combinations of open-ended and closed-ended questions. Closed-ended questions are either dichotomous or multiple choice. A five-point Likert scale was also used to gauge the perceptions of graduates on their college preparation and their overall satisfaction with their academic experience at NDMU.

The data collection was done using multimode surveys where both online and paper surveys were utilized. This mode of survey tries to complement the respondents' preferences in answering the survey questionnaire at their convenience, while at the same time maximizing response rates, improving the coverage of the target respondents, and reducing costs (Currivan, Murphy, & Lopez, 2021). The survey questionnaire was digitized by the NDMU Research and Publication Center using KoboToolbox. The link was sent to the Messenger accounts of the graduates. To optimize the response rate, a follow-up message with the KoboToolbox link was sent after three days to those graduates who did not respond to the first distribution of the questionnaire. A group chat for graduates per year was also created to meet the required number of responses based on the sample size..

The data on the demographic profile of graduates, present employment, reasons for employment and unemployment, employment history, waiting time for first employment, and first job experiences were analyzed using frequency counts and percentages, while the mean was used to analyze the relevance and effectiveness of learning at NDMU. Data on recommendations were encoded and grouped into similar responses.

3. Results and Discussion

Profile of Employers

The majority of the respondents are between 26 and 28 years old (43%), while the minority consists of one respondents who is below 23 years old. Most of the graduates who responded are female (60%), 83 percent are single, and 99 percent did not pursue post-graduate studies. The common reason for the Marketing Management graduates taking a business course is their strong passion for the profession (31%), followed by the influence of parents or relatives (24%), while the least common reason is their good grades in high school, which is 6 percent.

Present Employment Profile

On the employment status of the MM graduates, 64 percent are employed, followed by the self-employed (26%). During the conduct of the survey, nine percent were not employed. With regard to the employment background of the graduates, data reveals that the majority of them are in private institutions (68%), and the rest (18%) are connected to the government sector. Most of the job positions of the graduates are rank and file (77%), 16 percent are handling supervisory positions, while the remaining seven percent are managers. In terms of the tenure of employment of the MM graduates, the regular employees stand at 64 percent, while those under contractual, casual, or job order status account for 19 percent. Two percent are currently on probationary status. Meanwhile, the highest number of the graduates are working within the Mindanao area (84%), and five percent are found to be in Luzon. There are also graduates who sought better opportunities outside the Philippines (9%). On the other hand, the self-employed graduates as mostly ventured into wholesale and retail trade (39%), and services (39%), with some in agriculture (17%) and a few in financial intermediation (4%). It also shows that the majority of the graduates established their businesses in the Mindanao area (96%), while the remaining four percent are overseas. One graduate is currently pursuing advanced studies; moreover, two of the unemployed recently finished their employment contracts, while others are currently facing personal concerns that made them decide not to apply for work.

Employment History of Graduate-Respondents

Most of the graduates (55%) are no longer connected anymore to the company where they were first employed; nevertheless, 32 percent are still working in the same company. Looking into the length of time before MM graduates were hired for their first jobs, 70 percent were hired in a span of six months from the time that they graduated. There are those who were hired within six months to one year (10%), and some were hired more than a year after they graduated (20%). The majority of the graduates were able to penetrate the job market through recommendations (40%), followed by applying for a job as a walk-in applicant (25%), and the least common method was through job fairs (10%). Others were hired by their OJT Host Training Establishment (HTE), some were employed in their family businesses, while one of the graduates entered politics. In terms of the graduates' specialization in relation to their first job, the majority of the MM graduates' occupations were related to their degree (71%), while the remaining 29 percent were not aligned with their field of work. The primary reason for the graduates accepting their first job- regardless of whether the job was related to their degree (35%) or not (48%)- was the salaries and benefits offered by the company. The least common reason for those whose first job was not related to their college degree was the proximity of their residence. As to the primary reason for leaving previous jobs, career advancement (22%) is at the top, followed by the work environment (24%), while the lowest-ranked reasons were pay benefits and the flexibility of work.

Level of Job Preparation at NDMU

On the level of job preparation, graduates perceived that they were very well-prepared in values formation, which was helpful in actualizing responsibilities at work. This was followed by content knowledge and skills in preparation for their profession, leadership skills, skills and competencies to actualize learning in the first job experience, and the acquired skills in conducting research. In general, the graduates perceived that they had a very high level of job preparation, indicating that NDMU provided them with enough preparation for their work. The CBA MM graduates perceived that the skills they learned in school are very highly useful in their jobs, with human relations skills being the highest, followed by the communication skills, entrepreneurial and creative skills, critical thinking, and problem-solving skills. In terms of the level of quality of learning among the graduates based on their academic experiences, it reveals that the graduates experienced a very high level of quality learning. This is highly attributed to the teaching faculty, the quality of lectures in the major subjects, the given examinations or evaluations that enhanced their knowledge and skills, the teacher-learning center and other facilities, the adequacy of the curriculum (4.43), the field study and the on-the-job training, and the multi-media learning equipment and the printed materials, such as books, handouts, manuals, which made the graduates very highly satisfied. The support services of NDMU as perceived by the graduates are excellent. It shows that values formation activities given by the CMRE, academic mentoring and advising, career guidance and counseling, and the trainings and seminars given by the college were very helpful to them.

Recommendations to Improve BSBA Major in Marketing Management Program

To further improve the curriculum, the graduates of Marketing Management highly recommend that students be provided with more opportunities to learn from the industry through trainings and seminars to prepare them for actual work.

4. Conclusions and Recommendations

Conclusion

Based on the conducted tracer study, it can be concluded that the BSBA Marketing Management graduates have a very high level of job preparation. They are employed in jobs that are related to their degree. Graduates of NDMU have a high employability rate, since many were employed within six months after graduation.

Recommendations

Based on the given suggestions and recommendations to improve the BSBA Marketing management curriculum, the need for more trainings and seminars, should be addressed. In addition, activities that will develop the entrepreneurial and corporate skills of the students should be incorporated into the curriculum through the actual application of the theories learned. An alumni association should be organized for the university maintain link with the graduates; furthermore, a data bank for graduates is recommended to make the conduct of tracer studies easier.

5. Acknowledgement

The authors would like to acknowledge the graduates who participated in the conduct of the online and face-to-face surveys from SY 2017 to 2020, as well as the CBA OJT students of SY 2022-2023 who helped as enumerators in the different establishments where the graduates are connected. Special thanks to the NDMU Research and Publication Center for providing the research instrument utilized for online survey.

6. References

1. Atienza, C. L., & Magkilat, B. C. (2019, May 19). When New graduates become jobseekers. Manila Bulletin [Manila].
2. Ramos, W. J., Ramirez, S. D., & Medrano, D. V. (2018). The Employability Skills of BSBA-Marketing Management Students. Review of Integrative Business and Economics Research, Suppl.Supplementary Issue 2, 7, 268-275.
<https://www.proquest.com/scholarly-journals/employability-skills-bsba-marketing-management/docview/2041124951/se->