

Perceptions of College Marketing Graduates to the difficulties Experienced in finding Employment in Nueva Ecija

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Abstract— Considering the continuous increase in the number of graduates further jobs in diverse companies and industries is undoubtedly and probably required. Graduates have more favorable reviews of their learning of management knowledge and skills in fields such as marketing that are important to other industries. This study described the difficulties experienced by college marketing graduates in finding employment in terms of laxity in knowledge, skills, and working experience. The study used descriptive method as it describes the present condition. A total of 200 alumni of business administration-marketing course (69 males and 131 females) were surveyed. The researcher used a likert-scale type questionnaire and analyzed it through statistical data treatment such as mean, weighted mean and ranking. Based on the gathered data, the researcher concluded that marketing graduates experiencing difficulties in finding a job is, one, due to the lack of knowledge as basic knowledge about the job is insufficient and they can't adapt quickly to the environment of the work. Thus, it is recommended that studying hard will uplift their career prospects in par with their educational attainment. Two, lack of skills due to insufficiency and apprehension to perform and apply in their job. It is recommended that marketing graduates attend trainings and seminars that would improve their skills. Three, Lack of working experience due to insufficient time and insufficient learnings on their on-the-job-training (OJT). It is recommended that their selected company be prominent in the industry and is aligned with their course to further develop their skills and competencies. Overall, the researcher concluded that the perception of the marketing graduates to their experienced difficulties in finding employment were all the enumerated laxity. It is recommended that the students should focus on improving ones' self to prevent the laxity and difficulty that can be experienced after graduation.

Keywords— *Employment, Employability, Difficulties, Challenges, Marketing, Graduates.*

I. INTRODUCTION

Considering the continuous increase in the number of graduates further jobs in diverse companies and industries is undoubtedly and probably required. Graduates have more favorable reviews of their learning of management knowledge and skills in fields such as marketing that are important to other industries.

Educators or management of education must understand that their job is to create students with competence in technological and human skills, both of which are equally important for graduates to become better human leaders in the workplace (Chan, 2011).

With regard to higher education, it aims not only at employability in the short term but also at the acquisition of skills that allow sustainable personal and professional development, as this is the only way in which graduates will be able to cope with potential labor market challenges (Schomburg & Teichler, 2011).

Graduates join a dialogue focused on their own individual skills and personal qualities / attributes such as the lack of recognition of broader social and economic inequality and unequal labor market prospects among various graduate classes strengthens the concept of individual accountability (Moreau & Leathwood, 2006).

Companies were successful in recruiting skilled candidates that underwent internships and other hands-on learning opportunities, which describe the skills needed for a specific job at a very detailed level so that they can be integrated into instruction (Mourshed et al., 2013).

Employers described communication skills, literacy skills, mathematical skills, passion and communication skills as very important (Pheko & Molefhe, 2017). The extent to which male and female students stress employability skills and their perceived level of ownership of those skills during their undergraduate degree programs (Wickramasinghe & Perera, 2010).

Graduate Employability is clearly a problem that stretches far beyond traditional involvement in higher education and is heavily involved in organizing, governing and controlling graduate jobs throughout the working lives of students (Tomlinson, 2012).

II. CONCEPTUAL FRAMEWORK

Employers expect students to have professional and organizational abilities, as well as the ability to demonstrate a broader range of skills and qualifications, commonly referred to as employability skills (Lowden et al., 2011).

Improvements in advanced learning increase graduates' employability but it is unclear whether such improvements

actually increase graduates' competitive capacities and skills (Garavan et al., 2012).

Graduates and employers strongly felt that industry participation in all facets of the undergraduate curriculum was advantageous, especially because it introduced students to "real world" issues and gave them time-saving experience (Crebert et al., 2004).

III. OBJECTIVE OF THE STUDY

This study described the perception college marketing graduates to difficulties experienced in finding employment in terms of laxity in knowledge, skills, and working experience.

IV. METHODOLOGY

The study used descriptive method as it describes the present condition. It further concern with the condition that exists; practices that prevail; and beliefs and processes that are going on; effects that being felt (Cohen, Manion, Morrison, 2002). A total of 200 alumni of business administration-marketing course (69 males and 131 females) were surveyed. The researcher used a likert-scale type questionnaire (Vagias, 2006) and analyzed it through statistical data treatment such as mean, weighted mean and ranking.

V. RESULTS AND DISCUSSIONS

Table 1. Lack of Knowledge

LACK OF KNOWLEDGE		4	3	2	1	TW F	WM	VERBAL INTERPRETATION
I had the difficulty in finding a job because...								
1.	My basic knowledge about the job is insufficient.	64	103	30	3	628	3.1	Agree
2.	I have apprehension on how I will perform the job.	33	106	50	11	561	2.8	Agree
3.	I just took the marketing course because my friends are taking up the same course.	19	61	90	30	469	2.3	Disagree
4.	I don't spend enough time to study while I am in college	19	84	88	9	513	2.6	Agree
5.	I can't adapt quickly to the environment of the work.	29	94	59	18	534	2.7	Agree
Average Weighted Mean							2.7	Agree

Legend Verbal Interpretation (VI)

- 3.25 – 4.00 Strongly Agree
- 2.50 – 3.24 Agree
- 1.75 – 2.49 Disagree
- 1.00 – 1.74 Strongly Disagree

Table 1 shows marketing graduates’ perceptions in terms of knowledge laxity. Based on the results, their basic knowledge is insufficient garnered the highest weighted mean (3.1) with the verbal interpretation of ‘Agree.’ Thus, it can be noted that influence of friends to take the marketing course garnered the lowest weighted mean (2.3) with the verbal interpretation of ‘Disagree.’

Table 2. Lack of Skills

LACK OF SKILLS		4	3	2	1	TW F	WM	Verbal Interpretation
I had the difficulty in finding a job because...								
1.	My basic skills are insufficient to perform the job.	51	106	36	7	601	3	Agree
2.	I do not have enough experience that I can use to be competent in my job.	33	124	39	4	586	2.9	Agree
3.	I have apprehension on how will I apply my skills to the job.	26	93	69	12	533	2.7	Agree
4.	I have no time to attend trainings and seminars that is why I lack appropriate skills necessary for the demands of my job.	31	116	44	9	569	2.8	Agree
5.	I have no enough money to be spent on skills training and seminars.	42	72	74	12	544	2.7	Agree
Average Weighted Mean							2.82	Agree

Legend Verbal Interpretation (VI)

- 3.25 – 4.00 Strongly Agree
- 2.50 – 3.24 Agree
- 1.75 – 2.49 Disagree
- 1.00 – 1.74 Strongly Disagree

Table 2 shows marketing graduates’ perceptions in terms of skills laxity. Based on the results, their basic skills are insufficient to perform a job garnered the highest weighted mean (3) with the verbal interpretation of ‘Agree.’ Thus, it can be noted that apprehension on the application of skills to the job and insufficient skills training and seminars both garnered the lowest weighted mean (2.7) with the verbal interpretation of ‘Agree.’

Table 3. Lack of Working Experience

WORKING EXPERIENCE		4	3	2	1	TW F	WM	Verbal Interpretation
1.	The time on my on-the-job-training (OJT) is insufficient.	54	106	31	9	605	3	Agree
2.	I have lack seriousness on my on-the-job-training (OJT).	31	87	65	17	532	2.7	Agree
3.	I have no time to attempt in applying for a part-time job that can give me experience while studying.	28	117	48	7	566	2.8	Agree
4.	I do not have enough learnings from my on-the-job-training (OJT).	13	86	88	13	499	2.45	Disagree
5.	Some firms value employees that have working experiences before they can be hired.	48	107	32	13	590	3	Agree
Average Weighted Mean							2.79	Agree

Legend Verbal Interpretation (VI)

- 3.25 – 4.00 Strongly Agree
- 2.50 – 3.24 Agree
- 1.75 – 2.49 Disagree
- 1.00 – 1.74 Strongly Disagree

Table 3 shows marketing graduates’ perceptions in terms of working experience laxity. Based on the results, the time on their on-the-job-training (OJT) is insufficient as well as no working experience both garnered the highest weighted mean (3) with the verbal interpretation ‘Agree.’ Thus, it can be noted that insufficient learnings from on-the-job-training (OJT) garnered the lowest weighted mean (2.45) with the interpretation ‘Disagree.’

Table 4. Mean Ratings Summary of Laxity

Factors	Average Weighted Mean	Verbal Interpretation	Rank
Lack of Knowledge	2.7	Agree	3
Lack of Skills	2.82	Agree	1
Lack of Working Experience	2.79	Agree	2

Legend Verbal Interpretation (VI)

- 3.25 – 4.00 Strongly Agree
- 2.50 – 3.24 Agree
- 1.75 – 2.49 Disagree
- 1.00 – 1.74 Strongly Disagree

Table 4 shows the ranking of the laxity as difficulty experienced by marketing graduates in finding employment. First in rank is Lack of Skills with an average weighted mean of 2.82 interpreted as Agree. Followed by Lack of Working Experience with an average weighted mean of 2.79 interpreted as Agree. Last in rank is Lack of knowledge with an average weighted mean of 2.7 interpreted as Agree. It can be noted that the average weighted mean of these factors are very close in which it suggests that the students and educators should improve and enhance their way of teaching and studying.

VI. CONCLUSIONS AND RECOMMENDATIONS

Based on the gathered data, the researcher concluded that marketing graduates experiencing difficulties in finding a job is, one, due to the lack of knowledge as basic knowledge about the job is insufficient and they can't adapt quickly to the environment of the work. Thus, it is recommended that studying hard will uplift their career prospects in par with their educational attainment. Two, lack of skills due to insufficiency and apprehension to perform and apply in their job. It is recommended that marketing graduates attend trainings and seminars that would improve their skills. Three, Lack of working experience due to insufficient time and insufficient learnings on their on-the-job-training (OJT). It is recommended that their selected company be prominent in the industry and is aligned with their course to further develop their skills and competencies. Overall, the researcher concluded that the perception of the marketing graduates to their experienced difficulties in finding employment were all the enumerated laxity. It is recommended that the students should focus on improving ones' self to prevent the laxity and difficulty that can be experienced after graduation.

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