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iJOINED ETCOR
P - ISSN 2984-7567
E - ISSN 2945-3577



The Exigency
P - ISSN 2984-7842
E - ISSN 1908-3181

Tracer Study of the BSBA major in Marketing Management Graduates of Palawan State University Coron from SY 2018-2020

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Received: 08 August 2023

Revised: 04 September 2023

Accepted: 10 September 2023

Available Online: 11 September 2023

Volume II (2023), Issue 3, P-ISSN – 2984-7567; E-ISSN - 2945-3577

Abstract

Aim: Every higher academic institution in the Philippines is geared towards the delivery of quality higher education to its clientele alongside various academic thrusts like research, extension and among others. The study is conducted to trace the employability status of the BSBA marketing management graduates of Palawan State University Coron campus from the school year 2018-2020.

Methodology: A quantitative research methodology was used in the study utilizing the standard tracer study questionnaire form of the Commission of Higher Education (CHED). The study was conducted on all twenty-eight (28) BSBA marketing management graduates of PSU Coron and was conducted through a combination of face-to-face and online interviews.

Results: The findings revealed that most graduates are female, unmarried and regular or permanent employees. The majority of the respondents work in the retail and wholesale trade located primarily in the Palawan province. Most of the participants are employed in rank-and-file or clerical positions whose monthly income ranges from P5000-P10,000. Ultimately, communication skills were the competencies gained by the graduates that are useful to their present jobs.

Conclusion: It can be inferred that the BSBA marketing management graduates are currently employed and enjoying the corporate industry. The knowledge and skills they have gained from the university significantly improve their competence. Thus, the researchers recommend conducting a follow-up tracer study of the program to continuously assess the employability status of the graduates and propose measures to improve the curriculum of the program.

Keywords: Tracer Study, Employability Status, Palawan State University Coron, BSBA Marketing Management Graduates

INTRODUCTION

Education is the key to success. This is one technique to satiate poverty (Salendab & Cogo, 2022; Salendab & Dapitan, 2021a; Sanchez, 2023). One of the main issues facing academicians today is how to connect college degrees and employability. To support their explanation of these concepts, the researchers draw on various assumptions concerning the impact of education on graduate employability. The majority of these concepts are based on the human capital ideology, which contends that education endows individuals with useful skills. According to this theory, education provides knowledge and skills that have a big impact on how productive employees are in the classroom. Academic institutions are crucial in helping students develop a wide range of skills essential for life in general and careers in particular. Universities and colleges are required to provide a workforce that is sufficiently qualified for the fast-paced workplace of today, which is essential to maintaining the steady expansion of the nation (Chan et.al, 2018).



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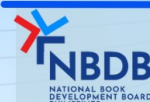
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Today, the nation's economy depends on the people's knowledge and talents (Alferez, et al., 2023; Amihan & Sanchez, 2023; Carvajal & Sanchez, 2023; Muñoz & Sanchez, 2023). With external investment, technological advancements, and globalization, the skill requirements change. People need to have the knowledge and skills necessary to be productive and make a good livelihood in order to keep up with change, and the only way to do this is through education (Salendab, 2021; Salendab, 2023; Salendab & Akmad, 2023; Sanchez, 2023b; Sanchez & Sarmiento, 2020; Sanchez, et al., 2022). The most crucial factor in a country's socioeconomic, political, and technical progress is education (Byrd, 2011). Higher education institutions' learning environments need to be aware of their course offerings for better student life (Hurtado, et.al 1999). The main barrier to poverty is education (Rodriguez, 2020). To be effective and have a proper quality of life in the future, people must adopt and educate themselves (Salendab & Dapitan, 2021b; Salendab & Laguda, 2023; Salendab & Sanchez, 2023; Sanchez, 2022; Sanchez, 2020). The Philippines is currently one of the nations with a high unemployment rate and people's unemployment can push nation into a state of poverty, which leads to hunger and disease. However, this only occurs when people make no attempt to educate themselves and gives it low priority (Bank, 2009). As a result, education is essential to changes in people's living conditions and social standing.

A well-known state university, Palawan State University conducts research and offers relevant instruction to support lifelong learning and sustainable development throughout the entire Palawan (PSU Vision). In 1965, the Palawan State University had its modest beginnings as a school for teacher training. This is the first public university in Region IV and the Province of Palawan. The Palawan Teacher's College (PTC) was formed on March 2, 1965, by Republic Act No. 4303, which was sponsored by Congressman Gaudencio Abordo. It was located in the municipality of Puerto Princesa, Palawan, at the time. Since the majority of the instructors in the province were from Luzon, the college was founded to address the acute need for more teachers. The state-funded Palawan National High School's classrooms served as the college's first location for instruction. Dr. Walfrido Ponce de Leon served as the university's first president, and five other presidents have served in that capacity since then (Palawan State University, n.d.).

On November 12, 1994, the organization became Palawan State University due to the Republic Act No. 7818, which was the brainchild of Congressmen Alfredo Abueg, Jr. and David Ponce de Leon. Agribusiness, Hotel and Restaurant Management, Marine Biology, Environmental Science, Computer Science, four diploma programs, and the first-ever Petroleum Engineering course in the nation were among the 11 new academic programs that were offered in 1995. There are 19 external campuses of Palawan State University, which are thoughtfully positioned throughout the province of Palawan. The institution has made it its mission to provide every Palawefio with access to higher education that is of the highest quality. The Palawan State University Coron Campus, located at Bgy. Poblacion 6, Coron, Palawan, is one of these campuses. Since 1994, the institution has provided education to the Calamian Islands (Busuanga, Coron, Culion, and Linacapan). It offers seven programs: bachelor's degrees in criminology, tourism, hospitality management, business administration with a focus on finance and marketing, bachelor's degrees in elementary education, and bachelor's degrees in secondary education with a focus on English and social studies (Palawan State University, n.d.).

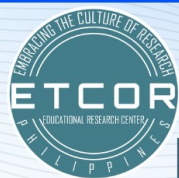
The majority of the students of Calamian Islands are studying at Palawan State University Coron. It is supported by its increasing population every year. One of the populous programs of the university is the Bachelor of Science in Business Administration major in Financial Management and Marketing Management. Out of 1571 students for the school year 2021-2022, the BSBA program has 519 student members based on the PSU Coron Office of Students Records. Through the years, the BSBA program of PSU Coron consistently delivers highly competent, innovative and outstanding young business leaders. The need for a tracer study is evident to effectively assess and determine graduates' employability and socio-economic status. As such, this enables the university to re-imagine, reassess and calibrate the curriculum programs of the university to continuously produce accomplished and proficient young business leaders in the future. Hence, this tracer study is conducted which aims to collect data on the employability status of BSBA major in Marketing Management of Batch 2018-2020.

Objectives

This study is an attempt to determine the employability status of the BSBA Marketing Management graduates of Palawan State University Coron.

Explicitly, it aimed to determine the following objectives:

1. The general profile of the graduates in terms of:



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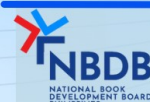
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- a. General background;
 - b. Educational background;
 - c. Advanced training or studies attended after college.
2. The employment circumstances of the graduates.

METHODS

Research Design

A research design is a broad plan or strategy for carrying out research to evaluate particular testable research questions of interest and is regarded as the framework or blueprint of the study (Kalaian, 2008). The study's design establishes the primary and secondary study types and, if necessary, the data-gathering techniques and statistical analysis strategy. Consequently, the framework has been developed to look for answers to research-related problems. This study's methodology is a quantitative descriptive design, gathering data without modifying the environment. The graduates' employability statuses were gathered through the survey questionnaire developed by the Commissioner on Higher Education (CHED).

Population and Sampling

This paper is about the tracer study of the graduates and their employment details. Since the tracer study focuses on the overall total population of the said graduates, there is no sampling method used in this paper, instead, an overall population is gathered, and it encompassed all the marketing management graduates as follows: 2 graduates for the SY 2017-2018; 4 graduates for the SY 2018-2019; 22 graduates for SY 2019-2020.

Instrument

The researchers used the entire population of BSBA marketing management graduates. The researchers obtained from the Office of Student Records the list of graduates from 2018-2020. The researchers used a survey questionnaire to gather the necessary data for this study. The questionnaire used was adopted from the Commission on Higher Education (CHED) - a standardized tracer study questionnaire. The questionnaire comprises four main parts: the general profile of the respondents, their educational background, the post-college programs they received, and their employment data.

Data Collection

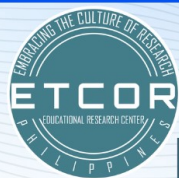
In gathering the data, the researchers used the CHED standardized questionnaire form. The researchers used both online and offline modalities to maximize the data gathering procedures by interviewing graduates living in Coron and adjacent municipalities while also utilizing Google Forms for graduates who are already residing outside Calamian Islands. Data gathering procedure was conducted a month and the researchers were able to obtain all the necessary information needed to accomplish the study.

Data Analysis

After the data had been gathered, the researchers used descriptive statistics where the data obtained were analyzed using frequency distribution tables, percentiles and ranking.

Ethical Consideration

Research protocols were observed by the researcher to ensure the quality and reliability of the study and research findings. The researcher sought approval from the dean and the participants to conduct the study. Consent letters were provided for the participants to express their willingness to participate in the study. When approved, the researchers scheduled face-to-face interviews with the graduates. Likewise, the researchers distributed google forms as the secondary strategy to collect data. The data gathered remained confidential and anonymous. Nobody, other than the researchers knew their answers to the interview. The collected data were discarded after they had served their purpose.



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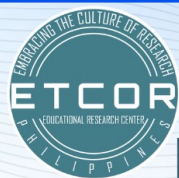
RESULTS and DISCUSSIONS

This portion presents the data gathered from the respondents using the CHED's standardized tracer study questionnaire form. The collected data are presented, analyzed and interpreted through frequency tables shown in the following pages. Part 1 comprises tables for the demographic profile of the graduates and Part 2 encompasses the tables for the employment details of graduates.

Table 1. Profile of the Respondents

Sex	n	%
Female	22	78.6
Male	6	21.4
Civil Status		
Single	26	92.9
Married	2	7.1
Region of Origin		
Region IV-B	27	96.4
NCR	1	3.6
Province		
Palawan	27	96.4
Other provinces	1	3.6
Professional Examination Passed		
Battery Test of Philippine Coastguard	1	3.6
None	27	96.4
Reasons for Taking the Course		
High grades in the Course	2	7.1
Strong Passion for the Profession	8	28.6
Peer Influenced	5	17.9
Prospect for Immediate Employment	4	14.3
Availability of the Course	9	32.1
n=28		

The gender distribution of Palawan State University Coron BSBA marketing management graduates shows that 78.6% were female and 21.4% were male. This means that most of the SY 2018 – 2020 graduates are female. On the other hand, almost all graduates are unmarried, accounting for 92.9% while 7.1% were married. Meanwhile, based on the respondents' region of origin or province where they currently live, 96.4% were residing in the Palawan province. At the same time, one graduate responded that he was working in Manila during the interview. Another area where the graduates were investigated was the professional examination they passed. Among all the graduates, one respondent took and passed the battery test of the Philippine Coastguard. And finally, for the respondents' profile, they were asked why they had taken the BSBA marketing management program. 32.1% or nine out of 28 graduates said that it is the only available course suitable to their interest, 28.6% or 8 participants mentioned their intense passion for the business profession, 17.9% were influenced by their peers, 14.3% responded that the program would lead to immediate employment and lastly, only two graduates or 7.1% were encouraged of obtaining high grades in the program.



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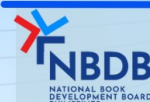
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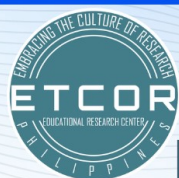
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Table 2. Employment Data

Employment Status	n	%
Employed	24	85.7
Unemployed	4	14.3
Reasons of Unemployed Graduates		
Advance or Further Study	0	0
Family Concern and Decided Not to Find a Job	4	100
Health-related Concerns	0	0
Lack of Work Experience	0	0
Present Employment Status		
Regular or Permanent	17	70.8
Temporary	0	0
Casual	4	16.7
Contractual	2	8.3
Self-employed	1	4.2
Line of Business of the Company		
Electricity, Gas and Water Supply	2	8.3
Construction	1	4.2
Wholesale and Retail Trade	12	50
Financial Intermediaries	3	12.5
Health and Social Work	1	4.2
Other Community, Social and Personal Service Activities	5	20.8
Place of Work		
Local	24	100
Abroad	0	0
First Job After College		
Yes	1	4.2
No	23	95.8
Reasons for Staying on the Job		
Salaries and Benefits	13	27.1
Career Challenge	11	22.9
Related to Special Skill	10	20.8
Related to Course or Program of Study	6	12.5
Proximity to Residence	3	6.25
Peer Influence	2	4.2
Family Influence	3	6.25
First Job is Related to the Course Taken		
Yes	16	66.6
No	8	33.4
Length of Period for Staying in the First Job		
1 – 6 months	9	34.6
7 – 11 months	3	11.5
1 year to less than 2 years	7	26.9
2 years to less than 3 years	5	19.3
3 years to less than 4 years	2	7.7
How First Job was Found		
As walk-in applicant	11	28.9
Recommended by someone	17	44.8
Information from friends	9	23.7



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Job fair or Public Employment Service Office (PESO)	1	2.6
Job Level Position		
Rank or Clerical	13	54.2
Professional, Technical or Supervisory	8	33.3
Managerial or Executive	2	8.3
Self-employed	1	4.2
Monthly Gross Income		
Below P5000	6	25
P5000 – less than P10,000	11	45.8
P10,000 – less than P15,000	6	25
P15,000 – less than P20,000	1	4.2
Relevance of Curriculum to First Job		
Relevant	21	87.5
Irrelevant	3	12.5
Competencies Learned in College that is Useful in First Job		
Communication skills	14	58.33
Human relations skills	4	16.66
Entrepreneurial skills	1	4.2
Problem solving skills	3	12.5
Critical thinking skills	2	8.33

Table 2 presents the employment data of all the graduates. The parameters identified here are based on the CHED standardized tracer study questionnaire form. The current employment status of graduates says that 24 out of 28 are employed, with which 70.8% of them are regular or permanent employees in their respective companies. Four respondents said they are casual, while the remaining three employed graduates are contractual or self-employed. Meanwhile, four respondents were unemployed mainly due to family concerns and opted not to find a job.

The company's line of business where the graduates are connected shows that 50% are engaged in the wholesale and retail trade industry. This includes motor vehicles, motorcycles, and personal and household goods. Five graduates are currently active in community, social and personal activities. Three participants are employed to financial intermediaries like banks and lending companies. In contrast, the remaining respondents are connected to industries such as electricity, gas and water supply, construction, and health and social work. Furthermore, the graduates answered that most of them have experienced working part-time while studying. On the other hand, the top three reasons why the respondents stay in their current job are salaries and benefits for 27.1%, career challenge for 22.9% and their relativeness to their skills for 20.8%. Other reasons they suggested were relativeness to the course, proximity to residence, and peer and family influences. The graduates were also asked if their first job was related to their course and the majority of them mentioned that their job was related, accounting for 66.6%. Apparently, there were 33.4% who responded that their current employment is not connected to what they have undertaken in college.

Additionally, the length of period for staying in their first job was inquired to the respondents. 34.6% stayed for 1 – 6 months, 26.9% worked for 1 – 2 years, 19.3% stayed for 2 – 3 years, 11.5% were employed within 7 – 11 months only, and there were 7.7% of respondents who persevered for 3 – 4 years in the job. The graduates were also interviewed about how they found their job, their current job level position, and their monthly gross income. 44.8% landed their job because it was recommended to them by their peers. In comparison, 28.9% said they applied as walk-in applicants. Currently, most respondents are in the rank and file or clerical positions, while 33.3% are in professional, technical, or supervisory positions. Since Palawan is part of the MIMAROPA region, whose minimum wage is P355 daily. Most graduates earn a monthly salary between P5000 – P10,000, while the rest are paid by P10,000 but not as high as P20,000.

Finally, the graduates were inquired about the relevance of the curriculum of BSBA program of Palawan State University Coron to their first job and the competencies they have learned and gained during their college days. 87.5% said that the curriculum of the BSBA program is relevant to their first job, while 12.5% responded that it was



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irrelevant. Topping on the graduates' competencies list, 58.33% answered communication skills, 16.66% for human relations skills, 12.5% for problem-solving skills, and the rest are critical thinking and entrepreneurial skills.

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

Below are the summary of findings, conclusions and recommendations made by the researchers:

The researchers have gathered 28 Marketing Management graduates from Palawan State University-Coron Campus year 2018-2020, totaling 22 females and 6 males. The researchers found that 92.9% of the graduates are single, and 7.1% are married. This tells that the majority of graduates are fond of exploring the corporate world without having marital relationship yet. Most respondents corresponding to 96.42% live in Region IV-B MIMAROPA, particularly in the Palawan province which signifies their hesitancy to go out of their comfort zone. These graduates are keen of working and staying with their families and loved ones in their respective communities. The researchers have found out that among 28 respondents, only one had taken a professional examination which corresponds to the findings that majority of them are still working locally in Palawan region. Meanwhile, 100% of the respondents have yet to undergo any training.

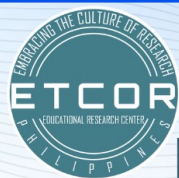
In terms of employment status 85.7% of the respondents are already employed. On the other hand, family concern and decided not to find a job were the main reasons why the remaining 14.3 % are unemployed. The unemployment rate is caused by the marital status of the respondents since 7.1% of them are already married. The researchers have found out that 17 respondents are regular or permanent in their jobs making major strides in the career they have chosen. Half of the respondents are presently employed in the wholesale and retail trade, repair of motor vehicles, motorcycles and personal and household goods. Companies like consumer product entities like Jack & Jill Philippines, Nature Spring Bottlers Inc, and YAMAHA Corporation are among the business establishments they are connected to. The researchers found that 100% of employed graduates currently work locally and no one had sought employment overseas. Moreover, 96.4% of the respondents revealed that their current job is not their first job and that the reasons for staying in their current job are the salaries and benefits.

Based on the results, 60% of the respondents stated that their first job is related to the course they took in college giving them the upper hand in the business industry because the curriculum of the program offered everything they need in the workplace setting. The researchers found that most respondents accepted the job mainly because of salaries, benefits, and career challenges which is true in almost all studies that tells people work to make money. However, salaries and benefits are also the reason for changing their jobs which is similar to the study conducted by Achim, 2019. Additionally, 34.6% of the total respondents said that their lowest time period for staying in their job is 1-6 months and the majority of the respondents found their first job because it was recommended by someone and it took only 1 to 6 months before they got the job. Most respondents' initial gross monthly income ranges from P5,000 to less than P10,000 in relation to the minimum wage of MIMAROPA Region. The researchers also discovered that the perception of most respondents said that the curriculum they have taken has been relevant to their first job making their entry in the corporate world seamlessly and fruitfully. Finally, the study found that the majority of the graduates gained and improved communication skills essential in their workplace.

Conclusions

Based on the gathered data, the following conclusions were drawn:

1. Majority of the respondents are female.
2. 92.9% of the graduates are single while the rest are married.
3. Almost all live in region IV-B MIMAROPA except for a lone respondent currently situated in NCR. This tells that the respondents have not yet chosen to work outside their comfort zone.
4. The graduates' employment status shows that most of them are employed with 17 out of 28 respondents being regular or permanent employees in their respective companies.
5. The major line of business where the marketing graduates work is in the whole and retail trade, repair of motor vehicles, motorcycles and personal and household goods accounting for 50% of the respondents.
6. Most marketing graduates or 45.8 are currently employed in rank-and-file positions or clerical work.



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7. Since it has been stated that all of the respondents live in region IV-B, most of them earn minimum wage in the region amounting to P5,000-10,000.
8. Among all the skills gained and improved by the graduates, communication skills top the list of valuable competencies in their workplace.

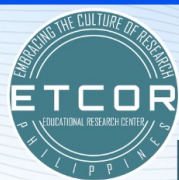
Recommendations

Based on the findings and conclusions, the following are the recommendations of the study:

1. The department of BSBA program of Palawan State University Coron should conduct a follow-up tracer study on the BSBA marketing management program in the next three years.
2. The Palawan State University Coron administration should execute a study on the curriculum development of its program offerings.
3. The Palawan State University Coron administration should review and upgrade the curricular offerings to ensure the provision of more skill-competency development programs especially for skills in communication, critical thinking, information technology, human relations, and problem-solving.
4. Future research undertakings of the university should also explore the competencies learned in college that led to finding the most valuable jobs after graduation.
5. The future researchers of the BSBA Program of the university should also study an integrated tracer for both marketing and financial management graduates for the next three years.

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