



A TRACER STUDY ON THE BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION MAJOR IN MARKETING MANAGEMENT GRADUATES FROM BATCH 2022-2023

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Article DOI: <https://doi.org/10.36713/epra16766>

DOI No: 10.36713/epra16766

ABSTRACT

This tracer study assessed the employment status and job readiness of graduates from the Bachelor of Science in Business Administration-Marketing Management program at a local college in Kapalong, Davao del Norte, focusing on batches from 2022 to 2023. Using a descriptive research methodology, the study gathered data from 143 alumni through an online survey conducted via Google Forms. Findings revealed that 88.11% of the surveyed graduates were employed, with 46.85% working in marketing-related jobs, 6.29% in academia, and 34.97% in government or non-job-related professions. Employment status varied, with 38.46% as a permanent position, 27.27% on contractual terms, 10.49% as job orders, another 10.49% self-employed, and 1.40% in probationary positions. In the same manner, 35.66% of these graduate-respondents are now earning a salary range of Php.11,000-15,000 and 53.15% of them were able to find a job within 1-3 months after graduation. Additionally, 2.10% of the respondents were pursuing further studies, specifically master's degrees. The graduates rated very high in terms of work attitude, the quality of education provided, and the development of skills and abilities, consistently exhibiting these positive attributes. However, the study identified a notable deficiency in computer and ICT skills among the graduates. Thus, it is recommended that the college enhance its marketing curriculum by incorporating practical training in commonly used computer and ICT software to better prepare students for the demands of the job market.

KEYWORDS: Tracer Study, Marketing Management Graduates, Employment

INTRODUCTION

Higher Education Institutions (HEIs) play a pivotal role in preparing students to acquire essential knowledge and professional skills essential for the progress of their chosen disciplines. Academic establishments deliver high-quality instruction, engage in pertinent research endeavors, and undertake meaningful extension activities to cultivate undergraduate students into proficient and high-caliber future professionals who align with the demands of the job market and the global community (Camuyong et al., 2023).

Enhancing educational attainment in the labor force is anticipated to bring about enhanced opportunities and higher income expectations in the job market. However, despite a reported high employability rate of graduates surpassing 80%, Malaysia grapples with a persistent challenge—a noticeable mismatch between education and occupation leading to labor shortages in skilled jobs, as highlighted in a 2019 World Bank report. This structural issue intensifies the broader skills gap problem in the country, with employers consistently facing a scarcity of qualified workers (MOHE, various years). This posits that graduates in developing countries, particularly in Malaysia, encounter formidable barriers such as a discernible skills gap, the concentration of skilled jobs in urban areas disadvantaging rural youth, insufficient wages, and prevalent

gender and ethnic discrimination in the labor market. Additional barriers include financial constraints impeding self-employment and informal decisions at the individual and family level hindering youths from realizing their life and career aspirations. This comparison of high graduate employability rates and the persistent mismatch between education and labor market needs underscores the critical nature of addressing these structural challenges to bridge the skills gap and ensure meaningful employment for graduates in Malaysia (Abu Rahim et al, 2023).

Unemployment and underemployment pose persistent challenges for graduates in the Philippines, distinguishing it from its Asian counterparts. The root cause lies in the continuous outpacing of the working-age population and labor force size, surpassing the creation of new job opportunities. The intense competition for employment among qualified graduates from higher education institutions (HEIs) worsens the issue, leaving many well-qualified individuals unemployed. Additionally, the plain disparity between industry expectations for graduates' expertise and the actual performance of HEI graduates creates a significant hurdle in the transition from education to employment. The mismatch between taught skills and the evolving demands of the job market further complicates graduates' efforts to secure meaningful employment,



emphasizing the pressing need for a comprehensive and adaptable approach to align education with the dynamic needs of society (Ebuenga et al, 2023).

The inception of Kapalong College of Agriculture, Sciences and Technology dates back to 2005, marking its distinction as the first local college accredited at Level 1 by the Association of Local Colleges and Universities - Commission on Accreditation (ALCUA) in Region XI. With a commitment to continually elevate its educational standards, the institution now aims to enhance its teaching methodologies further. To achieve this, the college has initiated a tracer study for its professional graduates, focusing on their employability and current employment status. This endeavor seeks not only to gauge the success of its graduates but also to garner insights and recommendations for potential enhancements or innovations in the curriculum, ensuring the sustained competence and employability of its professionals in their respective fields.

In light of these considerations, it becomes imperative to undertake a tracer study examining the employment rates and statuses of graduates, particularly their self-assessed attitudes toward work, the quality of education provided by the institution, and the skill and ability development of those who have completed the Bachelor of Science in Business Administration - Major in Marketing Management (BSBA-MM) program. This initiative is driven by the institution's commitment to fulfilling its social responsibilities and values. The primary objective is to inform the development and refinement of curricula, ensuring graduates' employability post-graduation. Through this, the institution aims to fortify its commitment to consistently offering high-quality education.

Research Objectives

This study aimed to identify the employability of the KCAST graduates in the program of Business Administration major in Marketing Management from the academic year 2022 to academic year 2023. Specifically, this study sought to answer the following research objectives:

1. To determine the demographic characteristics of the graduate-respondents in terms of:
 - 1.1. sex when grouped per academic year;
 - 1.2. civil status;
 - 1.3. age;
 - 1.4. year graduated; and
 - 1.5. educational attainment and development.
2. To determine the employment profile and features of the graduate-respondents in terms of:
 - 2.1. employment rate;
 - 2.2. employment status;
 - 2.3. level of income;
 - 2.4. period of seeking the first job after college;
 - 2.5. relevance of a college degree to the present job; and
 - 2.6. career alignment.
3. To determine the level of the graduate-respondents' self-rated evaluation with their attitude to work.
4. To determine the level of the graduate-respondents' self-rated evaluation with the quality of education provision of the institution

5. To determine the level of the graduate-respondents' self-rated evaluation with the skills and abilities obtained in the institution and its usability with their present occupation

METHOD

This chapter discusses the research design, research instrument, and the statistical tool used by the researchers in gathering data. This also includes the research locale where the researchers conducted their study.

Research Design

The research employed the descriptive research method, chosen due to the quantitative nature of this tracer study, involving the collection of numerical data that were organized and presented in tabular form. Descriptive studies are inherently characterized by this nature of presenting information in a numerical format. The primary purpose of this method was to offer a comprehensive depiction of the characteristics of the population or phenomenon under investigation. Descriptive research is particularly adept at portraying the attributes of a demographic segment without delving into the causation of a specific phenomenon. In essence, it seeks to delineate the subject of the research without explicating the reasons behind its occurrence (Pamaran & Pamaran, 2013). To elaborate further, descriptive research is a scientific investigation method that concentrates on providing a detailed account of one or more variables without involving any manipulation. Unlike experimental research, which involves deliberate intervention and control of variables, descriptive research maintains an observational and non-intrusive stance, focusing solely on the depiction and analysis of existing characteristics (McCombes, 2020).

In the present study, the descriptive research method was applied to outline and analyze the employment rate and employment status of BSBA-Marketing Management graduates from Kapalong College of Agriculture, Sciences, and Technology (KCAST). The primary objective of this tracer study was to quantify the extent of graduates' employment, particularly on their employment rate, employment status, level of income, period of seeking the first job after college, relevance of college degree to the present job, and career alignment. Further, its other objective was to ascertain their demographic profile, focusing particularly on sex when grouped per academic year, civil status, age, year graduates, and education attainment and development. And lastly, to determine the level of graduates' attitude to work, quality of education provision, and skills and abilities. This approach allows for a thorough examination of the employment outcomes of the graduates, offering insights into both the quantitative aspects of employment rates and the qualitative aspects of employment status and demographic characteristics.

Research Locale

The tracer study took place at Kapalong College of Agriculture Sciences and Technology, a community-based institution located in the Municipality of Kapalong within the province of Davao del Norte. This college holds the distinction of being the inaugural local college in Region XI to attain Level 1 accreditation from the Association of Local Colleges and



Universities Commission on Accreditation (ALCUCOA). Commencing its operations in 2005, the college provides a range of seven programs to its student body.

Research Respondents

Primarily, the respondents of this tracer study were the graduates of BSBA-MM alumni in KCAST from 2022 to 2023.

As shown in the table, in year 2022 there were 153 graduates of which there are 53 males and 100 females, while in 2023, there were 173 graduates of which 81 are males and 92 are females who composed the graduates. The constitutes to a total population of 326 graduates.

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION – MAJOR IN MARKETING MANAGEMENT			
Year	Male	Female	Total
2022	53	100	153
2023	81	92	173
TOTAL	134	192	326

The tracer study questionnaire was distributed online to all graduates, however only 143 graduates responded to the survey. Overall, this study was composed of 143 graduate-respondents of which 60 are males and 83 are females, representing the BSBA major in Marketing Management graduates from the past two (2) years.

Research Instrument

The research instrument used in this study was adapted from the study of Escandallo (2024) entitled “A Tracer Study on the Elementary Education Graduates from Academic Year 2015 to 2019: Employment in Focus” with a Cronbach’s alpha of 0.955. Thus, it can be ensured that the internal consistency of the questionnaire used is excellent. The said questionnaire had undergone validation by a panel of experts and examiners. This validation aimed to ensure that the questionnaire's constructs and content reliably and effectively measured the intended outcomes of the study. The experts assessed the clarity of directions and items, the organization of items, item suitability, adequacy per category, alignment with the study's purpose, objectivity, and the rating system's scale evaluation. The tracer survey questionnaire aimed to trace the employment records and statuses of the graduates, monitor their educational attainment and development, gauge their attitudes toward their work, evaluate their perceptions of the institution's education quality, and assess the extent to which the institution had enhanced their diverse skills and abilities during their tenure at KCAST.

Data Gathering Procedure

Data collection is characterized as the systematic process of gathering, measuring, and analyzing precise information for research purposes, employing standardized and validated techniques. In most instances, it stands as the foremost and crucial step in research, irrespective of the field of focus (Questionpro, 2020). Therefore, the study diligently undertook the following primary steps to responsibly collect the necessary data.

Identifying the total number of respondents. As the study encompasses the population and sample of BSBA-MM graduates from the institution, the researchers sought the total number of graduates from Academic Year 2022 to Academic Year 2023 directly from the college registrar. This approach was taken to ensure the precision and accuracy of the data,

emphasizing the importance of obtaining exact and reliable information for the study.

Questionnaire adaptation. A survey tracer questionnaire adapted from Escandallo (2024), covering aspects such as employment rate, employment status, educational progression, work attitude, quality of education, and skills development for each graduate. The questionnaire aimed to comprehensively capture and analyze these key dimensions to gather insightful and valuable data for the study.

Distribution and retrieval of the questionnaires. Upon finalizing the survey questionnaire, the researcher initiated the process of tracing the graduates to gather information on their employment status and rate, educational attainment and development, attitude towards work, quality of education provision, and skills and abilities development. This tracing process was facilitated through the utilization of Google Forms, providing a convenient and efficient platform for data collection. Using this digital tool allowed for streamlined and organized data gathering, enhancing the overall efficiency of the study.

Collection and Tabulation of the Data. Once each participating graduate had fully completed the questionnaire, the researcher collected the responses and proceeded to tally the data. The collected data were then handed over to the designated school statistician for analysis and interpretation. The statistician played a crucial role in presenting the retrieved data in a tabular format, facilitating an easy and comprehensive understanding of the results. This systematic process of data analysis ensured clarity and accessibility in interpreting the findings of the study.

Statistical Tool

Mean was used for getting the average score in measuring the level of graduates' attitude to work, evaluation of quality education provision and the development of different skills and abilities.

Frequency and **percentage** were used to represent most personal information of the graduates' demographic and employment profiles.



RESULTS AND DISCUSSION

The results and discussion are provided in response to the established objectives of the study.

Demographic Characteristics of Business Administration-Marketing Management

The first objective of this tracer study is to describe the demographic characteristics of the Business Administration-Marketing Management graduates from the academic year 2022 up until the academic year 2023. These demographic

characteristics encompass sex, civil status, age, year graduated, and educational attainment and development.

Sex. Presented in Table 1 is the sex distribution of the Bachelor of Science in Business Administration major in Marketing Management from the academic year 2021-2022 to academic year 2022-2023. In batch 2022, comprised of 64 graduate-respondents, it could be gleaned that 34 or 53.13% are female and the remaining 30 or 46.88% are males. Meanwhile in batch 2023, comprised of 79 graduate-respondents, 49 or 62.03% are females and the remaining 30 or 37.97% are males.

Table 1: Sex Distribution of Marketing Management Graduate-Respondents

Year Graduated	Sex	Frequency	Percent
2022	Female	34	53.13%
	Male	30	46.88%
	Total	64	100%
2023	Female	49	62.03%
	Male	30	37.97%
	Total	79	100%

Civil Status. Presented in Table 2 is the civil status of the Bachelor of Science in Business Administration major in Marketing Management from the academic year 2021-2022 to academic year 2022-2023. As emphasized, 127 or 88.81% of

the graduate-respondents are single, 15 or 10.49% are married, and only 1 or 0.70% are separated. This implies that majority of the graduate-respondents are not yet married.

Table 2: Civil Status of Marketing Management Graduate-Respondents

Civil Status	Frequency	Percent
Single	127	88.81%
Married	15	10.49%
Separated	1	0.70%
Total	143	100%

Age. Presented in Table 3 is the age distribution of the Bachelor of Science in Business Administration major in Marketing Management from the academic year 2021-2022 to academic year 2022-2023. As reflected on the data below, 75 or 52.45%

of the graduate-respondents are aged 22-24, 41 or 28.67% are aged 25-27, 13 or 9.09% are aged 28-30, 8 or 5.59% are aged 31-33, and lastly, 6 or 4.20% are aged 34-36. This implies that majority of the graduate-respondents are 22-24 years of age.

Table 3: Age Distribution of Marketing Management Graduate-Respondents

Age	Frequency	Percent
22-24	75	52.45%
25-27	41	28.67%
28-30	13	9.09%
31-33	8	5.59%
34-36	6	4.20%
Total	143	100%

Year Graduated. Presented in Table 4 is the year graduated of the Bachelor of Science in Business Administration major in Marketing Management from the academic year 2021-2022 to academic year 2022-2023. For the year 2022, there are 64

graduate-respondents, comprising 44.76%; while for the year 2023, there are 79 graduate-respondents, comprising 55.24%.

Table 4: Year Graduated of Marketing Management Graduate-Respondents

Year Graduated	Frequency	Percent
2022	64	44.76%
2023	79	55.24%
Total	143	100%

Educational Attainment and Development. Presented in Table 5 is the data on vocational education of the Bachelor of Science in Business Administration major in Marketing Management from the academic year 2021-2022 to academic

year 2022-2023. It can be interpreted from the data that 124 or 86.71% of the graduate-respondents had not undertaken vocational education; while 19 or 13.29% had obtained training and national certifications from Technical Education and Skills



Development Authority. Some of which are: Heavy-Equipment Operation NC II, Food and Beverage NC II, Shielded Metal Arc Welding NC II, Electrical Installation and Maintenance NC II,

Automotive Servicing NC II, and Computer System Servicing NC II.

Table 5: Vocational Education of Marketing Management Graduate-Respondents

Vocational Education	Frequency	Percent
With	19	13.29%
Without	124	86.71%
Total	143	100%

Furthermore, presented in Table 6 is the postgraduate studies of the Bachelor of Science in Business Administration major in Marketing Management from the academic year 2021-2022 to academic year 2022-2023. As detailed below, 140 or 97.90% of the graduate-respondents did not acquire any postgraduate

degree; while only 3 or 2.10% pursued postgraduate studies. To be specific, these individuals are currently undertaking their Master's Degree in Business Administration at the University of the Immaculate Conception, an institution renowned for producing quality and competitive graduates.

Table 6: Postgraduate Studies of Marketing Management Graduate-Respondents

Postgraduate Studies	Frequency	Percent
With	3	2.10%
Without	140	97.90%
Total	143	100%

Employment Profile and Features of Business Administration-Marketing Management Graduates

The second objective of this tracer study is to describe the employment profile and features of the Business Administration-Marketing Management graduates from academic year 2022 up until academic year 2023. These employment profile and features encompass employment rate, employment status, level of income, period of seeking the first job after college, relevance of college degree to the present job, and job mismatching.

Employment Rate. Presented in Table 7 is the employment rate of the Bachelor of Business Administration major in Marketing Management graduates from the academic year 2021-2022 to academic year 2022-2023. It could be gleaned from the data that 88.11% of the graduate-respondents are now currently employed while the remaining 11.89% are not working. This implies that majority of the marketing management graduate-respondents already have work.

Table 7. Employment rate of Marketing Management Graduate-Respondents

Employment Rate	Frequency	Percent
Employed	126	88.11%
Unemployed	17	11.89%
Total	143	100%

Employment Status. Presented in Table 8 is the employment status of the Bachelor of Science in Business Administration major in Marketing graduate-respondents from the academic year 2021-2022 to academic year 2022-2023. It is evident from the data that 55 or 38.46% of the graduate-respondents are working regular; 39 or 27.27% of the marketing management

graduate-respondents are working on contractual basis; 15 or 10.49% of the graduate-respondents are working on job order basis; 15 or 10.49% are self-employed and 2 or 1.40% are under probationary. This implies that the majority of the marketing management graduate-respondents are working on regular basis.

Table 8: Employment Status of Marketing Management Graduate-Respondents

Employment Status	Frequency	Percent
Regular	55	38.46%
Contractual	39	27.27%
Job Order	15	10.49%
Probationary	2	1.40%
Self-employed	15	10.49%
Total	126	88.11%

Level of Income. Presented in Table 9 is the level of income of the Bachelor of Science in Business Administration major in Marketing graduate-respondents from the academic year 2021-2022 to academic year 2022-2023. From the data, it can be seen that 51 or 35.66% of the marketing management graduate-respondents are having a salary range of Php11,000-15,000

monthly; 32 or 22.38% of the graduate-respondents are earning Php6,000-10,000 monthly; 20 or 13.99% of the marketing management graduate-respondents are having a monthly income of Php5,000 below; 13 or 9.09% of the marketing management graduate-respondents are having a monthly salary range of Php16,000-20,000; 7 or 4.90% of marketing



management graduate-respondents are earning monthly Php21,000-25,000 meanwhile, 3 or 2.10% of the graduate-respondents are earning a monthly salary of Php26,000 and

above. In summary, out of 126 or 88.11% graduate-respondents that are employed 35.66% earning monthly Php11,000-15,000.

Table 9: Level of Income of Marketing Management Graduate-Respondents

Income	Frequency	Percent
Below 5,000	20	13.99%
6,000-10,000	32	22.38%
11,000-15,000	51	35.66%
16,000-20,000	13	9.09%
21,000-25,000	7	4.90%
Above 26,000	3	2.10%
Total	126	88.11%

Period of Seeking the First Job after College. Presented in Table 10 is the period of seeking the first job after college of the Bachelor of Science in Business Administration major in Marketing Management graduate-respondents from the academic year 2021-2022 to academic year 2022-2023. The survey results indicate that 76 or 53.15% of the graduate-respondents found work within 1-3 months after graduation; 29

or 20.28% of the graduate-respondents found work within 4-8 months after graduation; 15 or 10.49% of the graduate-respondents found work a year after graduation. Meanwhile 6 or 4.20% of the graduate-respondents found work within 9-12 months after graduation. This implies that majority of the marketing management graduate-respondents attained employment right after graduation.

Table 10. Period of Seeking the First Job after College of Marketing Management Graduate-Respondents

Period	Frequency	Percent
1-3 months	76	53.15%
4-8 months	29	20.28%
9-12 months	6	4.20%
Above 1 year	15	10.49%
Total	126	88.11%

Relevance of College Degree to the Present Job. Presented in Table 11 is the relevance of college degree to the present job of the Bachelor of Science in Business Administration major in Marketing Management graduate-respondents from the academic year 2021-2022 to academic year 2022-2023. As revealed in the data below, it could be gleaned that 63 or 44.06% of the graduate-respondents described their college

degree as *very much relevant* to their current work; 33 or 23.08% described it as *much relevant*; 19 or 13.29% described it as *neutrally relevant*; 9 or 6.29% described it as *not at all*; and lastly, 2 or 1.40% described it as *a little relevant*. Overall, this shows that majority of the marketing management graduate-respondents found their college degree as highly relevant to their current field of employment.

Table 11. Relevance of College Degree to the Present Job of Marketing Management Graduate-Respondents

Relevance of Degree	Frequency	Percent
Very much	63	44.06%
Much	33	23.08%
Neutral	19	13.29%
A little	2	1.40%
Not at all	9	6.29%
Total	126	88.11%

Job Mismatching. Presented in Table 11 is the status of job alignment of the Bachelor of Science in Business Administration major in Marketing Management graduate-respondents from the academic year 2021-2022 to academic year 2022-2023. The survey results show that 67 or 46.85% of the graduate-respondents pursued job-related professions; 50 or 34.97% took up non-related professions; and lastly, the remaining 9 or 6.29% attained employment in the academe.

sales/merchandising agents/assistants, marketing specialists, entrepreneurs and business managers/owners, service crew, and staff in marketing and sales departments. Further, in the academe, some of the graduates currently work as instructors and administration staff.

Specifically, under the job-related profession, some graduates work as receptionists, customer service agents,

However, under the non-related profession, some graduates work as website editors, content creators, government employees, baggers/checkers, credit investigators, bookkeepers/ record keepers, finance officers, farmers, security guards, drivers, and pump attendants.



Table 12: Job Alignment Status of Marketing Management Graduate-Respondents

Job Alignment	Frequency	Percent
Academe	9	6.29%
Job-related Profession	67	46.85%
Non-related Profession	50	34.97%
Total	126	88.11%

Level of Business Administration-Marketing Management Graduate-Respondents Attitude to Work

Table 13 displays the attitude towards work among Business Administration-Marketing Management Graduate-

Respondents, with an overall mean score of 4.34, indicating a very high level. This suggests that the graduates consistently exhibit positive attitudes across all aspects of their work, as they strongly agree with all sub-questions.

Table 13: Level of the BSBA Marketing Management Graduates Attitude to Work

Attitude to Work	Mean	Description
1. I am very interested, happy and satisfied with my work and it is very important for me.	4.25	Very High
2. I like the kind of job and work I am doing.	4.27	Very High
3. I accepted assignments and tasks given to me at work without complaints.	4.39	Very High
4. I arrived on time to prepare my work and extend working hours if necessary.	4.41	Very High
5. I can work better and functional under different working environment and situations.	4.33	Very High
6. I participated in all activities and events inside my workplace.	4.36	Very High
7. I have a good relationship with my colleagues and co-employees.	4.34	Very High
8. I submitted necessary documents and papers on time and beat deadlines.	4.31	Very High
9. I performed my task and job with excellence and outstanding quality.	4.33	Very High
10. I seek assistance and help from others whenever I have clarifications and queries.	4.40	Very High
Overall	4.34	Very High

Notably, item 4– *I arrived on time to prepare my work and extend working hours if necessary*, received the highest mean score of 4.41, reaffirming their consistent manifestation among marketing management graduate-respondents in their workplace. Conversely, item number 1– *I am very interested, happy and satisfied with my work and it is very important for me*, received the lowest mean score of 4.25, yet still considered very high, indicating consistent manifestation among graduates related to work attitude.

Level of Business Administration-Marketing Management Graduate-Respondents Quality Education Provisions

Table 14 presents the evaluation of quality education provisions among Business Administration-Marketing Management Graduate-Respondents, yielding an overall mean score of 4.41, indicating a very high level. This suggests that the graduates consistently experience high-quality education provisions, as they consistently agree with all identified sub-questions related to this aspect.

Table 14: Level of the BSBA Marketing Management Graduates Quality Education Provision

Quality Education Provision	Mean	Description
1. Availability of course materials and different learning resources needed for our studies.	4.38	Very High
2. Quality of course contents from courses offered as well as the teaching and learning process.	4.45	Very High
3. Conduciveness of the learning environment and atmosphere.	4.36	Very High
4. Provision of quality practicum guidelines and activities that develops more my skills and abilities from different industry partners and linkages.	4.43	Very High
5. Quality of learning facilities for first-hand and direct experiences like of different laboratories.	4.40	Very High
6. Quality of different courses offered in the program that develops the total sum of the student skills.	4.34	Very High



7. Level of optimum interaction and contact with my fellow students through different in-campus activities.	4.37	Very High
8. Well-trained and self-renewing Faculty members and staffs.	4.41	Very High
9. Different trainings, seminars and workshops that prepare students for employment.	4.50	Very High
10. Varied learning assessments and instructions which assess students' progress and learning fairly and equally.	4.50	Very High
Overall	4.41	Very High

Among these, item number 9– Different trainings, seminars and workshops that prepare students for employment and item number 10- Varied learning assessments and instructions which assess students' progress and learning fairly and equally both received the highest mean score of 4.50, reaffirming its consistent manifestation among marketing management graduates, particularly those who studied at Kapalong College of Agriculture, Sciences and Technology (KCAST). Conversely, item number 6– Quality of different courses offered in the program that develops the total sum of the student skills, received the lowest mean score of 4.34, still considered very high, indicating consistent manifestation among marketing

management graduates, particularly those who studied at KCAST.

Level of Business Administration-Marketing Management Graduate-Respondents Skills and Abilities Development

Table 15 illustrates the skills and abilities development among Business Administration-Marketing Management Graduate-Respondents. The overall mean score of 4.38 suggests a notably very high level of skills and abilities development of the marketing management graduates, as they consistently agree with all evaluated aspects.

Table 15: Level of the BSBA Marketing Management Graduates Skills and Abilities Development

Skills and Abilities Development	Mean	Description
1. Organizational and leadership skill.	4.41	Very High
2. Problem solving and critical thinking skills.	4.42	Very High
3. Ability to work independently as well as team work and team play.	4.52	Very High
4. Creative thinking and creativity, initiative and taking a risk if necessary.	4.46	Very High
5. Time Management and decision-making skills.	4.52	Very High
6. Writing competence and skills including technical writing.	4.24	Very High
7. Communication and interpersonal skills.	4.36	Very High
8. Computer and ICT Skills.	4.11	High
9. Technical and Entrepreneurial Skills	4.38	Very High
10. Ability to work under pressure.	4.33	Very High
11. Ability to prepare any reports essential to my field of expertise	4.32	Very High
12. Ability to follow the legal, ethical, and moral standards of society.	4.44	Very High
13. Knowledge with marketing management skills such as advertising, editing and any forms of skills related to my field.	4.31	Very High
14. Analytical and Investigative skills.	4.35	Very High
15. Trainings, seminars and workshops about the preparation and evaluation of strategic management planning applied in business.	4.50	Very High
Overall	4.38	Very High

Specifically, item number 3– Ability to work independently as well as team work and team play., received the highest mean score of 4.52, indicating a very high level of manifestation among marketing management graduate-respondents. Conversely, item number 9– Computer and ICT Skills., received the lowest mean score of 4.11, considered as high, suggesting consistent manifestation among marketing managements graduates, particularly those from KCAST.

DISCUSSION

Below is a summary of the findings derived from the collected data via an online survey administered through Google Forms, along with the conclusions reached and the recommendations provided.

Demographic Profile of Business Administration-Marketing Management Graduate-Respondents

The primary research objective of this study was to identify the demographic profile of Bachelor of Science in Business Administration major in Marketing Management graduates, spanning from batch 2022 to batch 2023.

The study revealed that most of the graduate-respondents were female consisting of 58.04% while the male only composed of 41.96%. In relation, such findings are related to the study of Gustafson (2018) who quoted Yamauchi and Marites Tiongco of De La Salle University in the Philippines that girls tend to receive more schooling than boys. Also, most of the graduates mark themselves as single.



On the other hand, most of the graduate-respondents age as of now are ranging from 22 – 24 years old. The results show that the majority of the graduates were in their early adulthood, which is the typical age range for students completing their college education Cuadra et al. (2019). Additionally, it can be gleaned from the results that there were 64 graduate respondents in 2022, while in 2023, there were 79 graduate respondents. This indicates that there is a significant increase in produced graduates from the pioneering batch of marketing management students and the following year. Furthermore, this study reveals the educational achievements of graduates in marketing management. It shows that 13.29% of the graduate respondents hold vocational qualifications, and 2.20% have pursued further studies, taking up Master's Degrees in Business Administration. This indicates that the graduate respondents have acquired a diverse set of skills and knowledge, allowing them to be more competitive compared to graduates from other schools. Additionally, advancing their educational attainment gives these graduates increased chances of employment. In some industries or fields, younger, well-educated workers are highly sought after. With this, they may receive more job offers or opportunities (Fehrmann, 2019).

Employment Profile and Features of Business Administration-Marketing Management Graduate-Respondents

Based on the result of the survey of this tracer study, 88.11% of the graduate-respondents in Business Administration-Marketing Management are already employed and the majority of them are working in the marketing and sales department. This indicates the effectiveness of the program particularly in helping the graduates to land a job after graduation. The number of employed graduates is in consonance to the study of Baking and Colleagues (2015) where their study results revealed that the majority of their graduates were employed.

On the other hand, most of the graduates who are employed are working under regular status. Similarly, a tracer study of the Lyceum of the Philippines presented almost the same percentage of employed respondents with regular or permanent status (Macatangay, 2013). In addition, most of the graduate-respondents of Business Administration major in Marketing Management are now earning a monthly salary ranging from Php11,000-15,000. Amazingly, these graduate-respondents are employed or found a job within 1-3 months after graduation. Indicates willingness and the demand of human resources.

Moreover, the study shows that most of the graduate-respondents find their degree relevant particularly in landing their individual job. Further, it is revealed in the study that 6.29% are working in academe, 34.97% are working in non-related positions and 46.85% are working in related position to their degree. This highlights that most of the graduates are able to use the knowledge and skills they have gained since they are currently connected in the marketing field. This finding suggests that the majority of graduates believe their degree programs equipped them with the essential knowledge and skills needed for their respective careers Cuadra et al., (2019).

Level of Business Administration-Marketing Management Graduate-Respondents Attitude Toward Work

The work attitudes of Bachelor of Science in Business Administration graduates, majoring in Marketing Management, were described as very high. This assessment means that the graduates' attitudes toward work are consistently positive, as indicated by their strong agreement with all the sub-questions related to work attitudes. This implies that these graduates demonstrate great respect for their work in their respective workplaces and strive to uphold their reputations by avoiding actions that could tarnish their names.

Relating to the findings, the college serves as a transformative environment where young, inexperienced students evolve into highly sought-after graduates and potential employees. Universities align with societal needs by equipping students with essential skills upon graduation. These include communication, human relations, critical thinking, problem-solving, information technology, and marketing skills. Possessing such skills is crucial for graduates as they transition into the workforce, where a strong work ethic and positive attitude are invaluable (Hansen and Hansen, 2019).

Furthermore, Pentang et al. (2022) discovered in their study that have shown a high level of proficiency and capability, excelling in both professional and academic settings. The institution has deliberately prepared them for the workforce, emphasizing their work ethic and personal attributes over traditional benchmarks. Their readiness for the employability world and their outstanding professional conduct serves as concrete proof of their successful adaptation to their respective positions (Pentang et al., 2022).

Level of Business Administration-Marketing Management Graduate-Respondents Quality Education Provisions

The level of quality education provision for Bachelor of Science in Business Administration graduates was described as very high. This descriptive meaning and equivalent entail that the level of the marketing management graduate-respondents' quality education provision is consistently manifested, as the respondents always agree to all of the identified sub-questions under quality education provision.

Consequently, the findings from Asoy et al. (2024) highlight the effectiveness of the educational strategies employed by the institution. The very good rating attributed to the institution's quality education provisions suggests a robust educational framework that significantly benefits the students. This framework likely includes a comprehensive approach that integrates practical training sessions and seminars, which are essential for applying theoretical knowledge in real-world scenarios. Additionally, the availability of ample resources supports an enriched learning environment that caters to the diverse needs of the students.

Additionally, another study by Harrison et al. (2022) emphasized that high-quality teaching is crucial within the higher education sector. The pursuit of excellence in teaching has intensified due to increased competition among institutions and the expanding opportunities for global study through



various modes. This trend underscores the need for educational institutions to continually enhance their teaching methodologies and faculty capabilities to maintain relevance and attractiveness to a diverse student body.

Level of Business Administration-Marketing Management Graduate-Respondents Skills and Abilities Development

The level of skills and abilities development in Bachelor of Science in Business Administration graduates majoring in Marketing Management was described as very high. This illustrative significance and equivalent demand show that the degree of skills and abilities development is consistently demonstrated. This implies that the institution from which the graduates came has successfully equipped them with sufficient knowledge, skills, and relevant learning that they are now applying in their workplaces.

In consonance, the degree programs that students pursue help improve their skills and their employment status. These are manifested by the high percentage of respondents whose degrees are highly related and relevant to their current jobs; that several skills they learned are found useful in the performance of their jobs, and that they are having regular and/or permanent items. The respondents are generally satisfied with the delivery of the undergraduate degree programs of the university; likewise, they give high average ratings on the curricular offering (Cuadra et al., 2019).

Andari (2021) noted that graduates reported their academic knowledge, skills, and competencies as significantly contributing to their job performance. By integrating advanced knowledge and skills that are continually refined, business programs can provide a graduate profile tailored to meet the demands of the workforce. The effectiveness of these programs is evident in the graduates' ability to fulfill the expected learning outcomes within their respective fields of work.

Summary of Findings

Following the successful completion of a survey that received responses from all graduates of the Bachelor of Science in Business Administration major in Marketing Management program at Kapalong College of Agriculture, Sciences, and Technology during the academic years 2022 to 2023, the following key findings emerged:

The institution produced a total of 326 graduates; however, only 143 graduate-respondents answered the survey, who then became the focus of this study. These 143 graduate-respondents consisted of 83 females and 60 males. Regarding civil status, 88.81% of the graduates are single, while 10.49% are married, and 0.70% are separated. In terms of age distribution, 52.45% fall within the 22-24 age bracket, 28.67% are aged 25-27, 9.09% are aged 28-30, 5.59% are aged 31-33, and 4.20% are aged 34-36. The first batch, in 2022, consisted of 64 graduates, while the second batch, in 2023, produced 79 graduates. Only 19 graduates obtained vocational courses and national certifications, with 3 pursuing post-graduate studies.

In terms of employment, 88.11% of the graduate-respondents are employed, with 11.59% unemployed. Of those employed, 38.46% work regularly, and 27.27% are on contractual terms,

while 10.49% are in job order or self-employed positions, and 1.40% are under probationary status. Additionally, 35.66% of the graduates earn a monthly income ranging from Php 11,000 to Php 15,000, with 53.15% securing employment within 0-3 months. Nearly half (44.06%) agreed that their college degree is highly relevant to their current work. However, 34.97% of the graduates are employed in roles not related to their field of study.

The survey revealed a very high level of work attitude among the marketing management graduate-respondents and indicated that the institution provides a very high quality of education. Additionally, the level of skills and abilities development among the graduates was assessed as exceptionally high.

Conclusion

After conducting the survey, it was determined that the employment rate of marketing management graduate-respondents from batches 2022 to 2023 is 88.11%, indicating that almost all of the graduate-respondents are sufficiently skilled to seek and obtain employment in the marketing field; additionally, the majority are already employed into regular positions within 1-3 months from graduation. From this, it can be inferred that the marketing management graduate-respondents are highly employable and possess the necessary skills to secure jobs in the marketing field. The fact that the majority of them have obtained regular positions within a relatively short period after graduation suggests that they are in demand and valued by employers. This high employment rate and quick transition into regular positions reflect positively on the quality of education and training they received in their marketing management program.

Moreover, the survey indicated that the college degree of marketing graduate students aligns closely with their job requirements, implying that the institution delivers high-quality education tailored to their field. Furthermore, respondents strongly agreed on the graduates' diligent work ethic, indicating their proficiency in task execution, while the institution's education offerings received high ratings, suggesting access to diverse training, seminars, resources, and skilled faculty. Finally, the assessment of graduates' skills and abilities revealed a high level of development, showcasing the institution's effectiveness in nurturing a broad spectrum of competencies among its marketing students.

Recommendation

Based on the summary of findings and conclusions drawn from the study, the following recommendations are made: First, given that a percentage of the graduates are unemployed, it is advised that the school establish a graduate and employability coordinator role. This position would track and monitor graduates' employment status and could also facilitate online forums to inform graduates about various job vacancies and opportunities available for application.

Secondly, it is noted that the graduate-respondents' interest and satisfaction with their work got the lowest mean in the survey. Thus, it is recommended that the institution may offer comprehensive career counseling services to identify strengths



and aspirations, provide professional skills development workshops, fostering alumni support networks for guidance, collaborate with industry partners to keep the curriculum relevant, emphasize personal values alignment with career choices, and soliciting continuous feedback for improvement. Through these efforts, the institution can empower graduates to make informed career decisions, pursue fulfilling opportunities, and ultimately find satisfaction and happiness in their professional lives.

Thirdly, it can be seen that the graduate-respondents' overall enhancement with their skill set got the lowest mean. With this, it is recommended that the program may offer a diverse array of courses that comprehensively develop students' skills across multiple dimensions. It is recommended that each course includes measurable learning outcomes and integrates practical applications to ensure students acquire and can apply critical competencies effectively in real-world scenarios, thus enhancing both their personal growth and professional readiness.

Lastly, it is shown the graduate-respondents' ICT skills also got the lowest mean. Therefore, to improve the practical application of computer and ICT skills in marketing courses, it is essential to integrate foundational training on widely used software applications. Specifically, including modules on Microsoft Word, PowerPoint, and Excel will enable students to master data organization, presentation creation, and document formatting—skills crucial for effective communication in the marketing field. Additionally, incorporating basic training in graphic design tools for editing and layout will equip students with the ability to produce visually appealing marketing materials. This well-rounded approach will not only enhance students' technical proficiency but also their ability to efficiently manage and present marketing data and campaigns in a professional context.

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