

Beyond the Degree: Gendered Outcomes for BSBA Marketing Management Graduates



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ABSTRACT: This study describes the profile, educational experiences, number of employed, career preparation, and employment data of the BSBA Marketing Management graduates from the College of Business, Economics, and Accountancy at Mariano Marcos State University City of Batac, Ilocos Norte, from 2013-2014 to 2017-2018, using gender-based analysis. Through descriptive research methods and adapting the CHED-Graduate Tracer Study survey questionnaire, data was collected from a random sample of 209 graduates, representing 37.59% of the total BSBA Marketing Management graduates. The findings reveal a higher percentage of female graduates, the majority are single and from Region 1. Male and female graduates were primarily driven by the desire for immediate employment opportunities. Although females performed better in academic honors, males tended to receive more non-academic awards. The study emphasizes high employment rates among BSBA Marketing Management graduates, emphasizing the program's efficiency in imparting job-related skills. Career preparation strategies, such as walk-in applications and internships, proved effective for both genders, with males prioritizing special skills and females focusing on career challenges. Employment data indicates a balanced distribution across employment status and industries, although there are slight variations in preferences between genders. Recommendations include curriculum diversification, ensuring gender equality in awards, enhancing internship programs, promoting ongoing learning, addressing gender disparities, facilitating networking opportunities, and continuous program evaluation.

KEYWORDS: BSBA Marketing Management, employment outcomes, career preparation, gender-based analysis, employment data

INTRODUCTION

Education plays a crucial role in both social and economic growth in the country. In today's competitive job market, educational institutions need to tailor their curriculum to meet the demands of the market. This is essential to ensure that graduates are equipped with the latest skills and characteristics that are in high demand by employers. By doing so, graduates will be job-ready and successful in their chosen fields, contributing to the overall workforce (Osmani et al., 2019).

Over the last ten years, there has been a significant increase in the number of tertiary graduates in the Philippines. In 2018, there were an estimated 540,000 graduates, up from 470,000 in 2010. This growth can be attributed to the increasing number of Filipinos enrolling in higher education, with a 48% gross enrollment ratio in 2018 (Chi, 2023). However, many graduates lack the necessary skills for effective integration into the job market (Cuadra, 2019).

Educational institutions must align their programs with the needs of the labor market, foster innovation, and maintain high standards of teaching and learning. However, the supply of quality and affordable education is often insufficient, resulting in unequal opportunities (The World Bank, 2021).

Numerous studies have shown that graduates often lack the competencies required to enter the labor market. For example, Pham's (2021) study revealed that graduates face difficulties in building social interactions in the host country. Similarly, George and Paul (2023) argue that higher education institutions must help graduates acquire and develop broad skills, discipline-specific competencies, and match the changing needs of employers and the labor market.

Moreover, several studies have discussed the challenges that tertiary institutions face in aligning their programs with labor market needs. The OECD (2019) discusses how making the education system more responsive to labor market needs can support the employability of recent graduates, minimize skill imbalances, and improve the resilience of the workforce to future changes in labor market demand. Van Noy and Cleary (2017) discuss higher education's role in preparing students for work and the increasing focus on aligning higher education with the labor market. The study raises questions about what it means to align what

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colleges are doing with the needs of the labor market and what the implications are for higher education. Tran et al. (2022) discusses the direct impacts on employability and employment outcomes that have already been felt across different regions of the world, and the significant challenges that are still to be faced.

Furthermore, there is a global trend of higher graduation rates among females compared to males, and there is still a gender gap in labor force participation, wage equality, income, and the presence of women in senior and professional roles (World Economic Forum, 2020). This information is especially valuable for long-term development interventions (Simister & O'Flynn, 2017). Thus, tertiary institutions must track the performance of their graduates to ensure that they are meeting the demands of the industry.

To achieve this, graduate tracer studies serve as an effective method for evaluating graduates' employability and competencies (Cuadra, Aure, and Gonzaga, 2022). These studies gather feedback from graduates on their education and training experiences, providing insights into training utilization and progress over time. Hence, it is essential to gain a quality understanding of the educational experiences, career preparation, and employment data of the BSBA Marketing Management graduates from SY 2013-2014 to SY 2017-2018 at the College of Business, Economics, and Accountancy (CBEA) in Mariano Marcos State University (MMSU) City of Batac, Ilocos Norte.

While receiving positive feedback from industry and employers, there is a lack of information on the quality and performance understanding between male and female BSBA Marketing Management graduates. Therefore, this study aims to bridge these gaps by examining the profile, educational experiences, number of employed, career preparation, and employment data of graduates through a gender-based analysis (GBA). The research focuses on graduates from the specified timeframe and institution, analyzing gender differences in employment outcomes to unveil potential disparities.

The study utilizes gender role-oriented questions adapted from the CHED-Graduate Tracer Study (CHED-GTS) survey questionnaire. The research tool is designed to provide recommendations based on feedback from graduates, the study analyzes employment data patterns and trends among male and female graduates. However, its scope is limited to the provided employment data and graduates who responded to the survey.

By analyzing employment data and identifying gender disparities, this study aims to provide recommendations for program improvements. By understanding graduates' experiences and outcomes, institutions can enhance policy formulation, strategic interventions, and program offerings to benefit current and prospective students.

OBJECTIVES

The main purpose of the study is to track the employment whereabouts of the BSBA Marketing Management graduates at the College of Business, Economics and Accountancy from SY 2013-2014 to SY 2017-2018 to describe the BSBA Marketing Management graduates using gender-based analysis.

Specifically, the study is designed to

1. describe the profile of the BSBA Marketing Management graduates in terms of:
 - 1.1. Sex,
 - 1.2. Civil status, and
 - 1.3. Region of origin?
2. determine the educational experiences of the BSBA Marketing Management graduates in terms of:
 - 2.1. Reason for pursuing the degree,
 - 2.2. Scholarship, and
 - 2.3. Honor or award(s) received?
3. determine the number of employed BSBA Marketing Management graduates
4. describe the career preparation of the BSBA Marketing Management graduate terms of:
 - 4.1. Finding the first job,
 - 4.2. Waiting time to land a job, and
 - 4.3. Reason for accepting the job?
5. describe their employment data of the BSBA Marketing Management graduate terms of:
 - 5.1. Employment status,
 - 5.2. Present occupation,
 - 5.3. Industry,
 - 5.4. Agency,
 - 5.5. Place of work, and
 - 5.6. Gross monthly earning?

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CONCEPTUAL PARADIGM OF THE STUDY

The depicted conceptual paradigm visualizes the connections between the variables examined in the study.

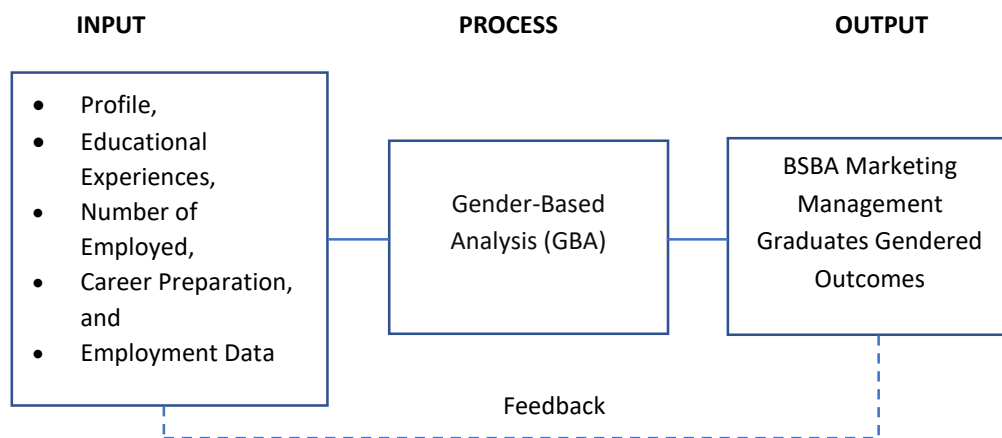


Figure1. Conceptual Framework of the study

METHODOLOGY

Research Design

The study made use of the descriptive research method, which involves observing and describing the profile of the BSBA Marketing Management graduates from SY 2013-2014 to SY 2017-2018 from the College of Business, Economics, and Accountancy at Mariano Marcos State University graduates in terms of their general information, educational experience, employment data, and utilizing the gender-based analysis (GBA).

Data-Gathering Instrument

The study adapted the CHED-Graduate Tracer Study (CHED-GTS) with some modification to suit the purpose of the present study. It was adapted to solicit the profile, educational experiences, number of employed, career preparation, and employment data of BSBA Marketing Management graduates from SY 2013-2014 to SY 2017-2018 from the College of Business, Economics, and Accountancy at Mariano Marcos State University, City of Batac, Ilocos Norte. The questionnaire was pre-tested for reliability and validity, and it was also distributed via the internet.

Data-Gathering Methods

This study was proposed in a Research In-house Review. And subjected to the University Research Ethics Review Board (URERB) of MMSU. The Complete list of graduates was requested from the Office of the Registrar at the Batac Campus.

An online survey was used to collect the data from the graduates. The questionnaire was distributed by the researchers utilizing Google forms for those who are employed outside of the province and country. Moreover, various online platforms such as social media (Facebook, messenger, Instagram) are exploited to contact graduates.

This study use frequency as a statistical tool to determine the profile of the BSBA Marketing Management program graduates from the College of Business, Economics, and Accountancy across genders along with general information, educational experience, and employment data.

Analysis of Data

Data gathered were combined and presented in tabular, graphical and textual forms. The profile, educational experiences, number of employed, career preparation, and employment data of BSBA Marketing Management graduates from SY 2013-2014 to SY 2017-2018 was analyzed using basic statistical descriptive measures such as percentages and frequency in MS Excel.

Sampling Plan

The goal of the study is to collect quantitative information the BSBA Marketing Management graduates from SY 2013-2014 to SY 2017-2018 from the College of Business, Economics, and Accountancy (CBEA) at Mariano Marcos State University graduates. The actual respondents (208 graduates) were a random sample of BSBA Marketing Management graduates from the academic years 2013-2014 to 2017-2018, representing 37.41 percent of the 556 graduates. The actual respondents fall short to the targeted sample size of 278 graduates, or 50%. Nevertheless, this is within the range of the expected response rate for graduate tracer studies, which is between 30 and 60 percent (Schomburg, 2003).

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Year Graduated	<i>N</i>	<i>M</i>	<i>F</i>	<i>n</i>	%
AY 2013-2014	95	6	29	35	36.84%
AY 2014-2015	107	13	30	43	40.19%
AY 2015-2016	122	13	33	46	37.70%
AY 2016-2017	105	9	36	45	42.86%
AY 2017-2018	127	8	31	39	30.71%
Total	556	49	159	208	37.41%

Figure 2. Population of the Study (BSBA Marketing Management Graduates from the Academic Years 2013-2014 to 2017-2018)

RESULTS AND DISCUSSION

1. Profile of the BSBA Marketing Management Graduates

1.1. Sex

The data on the table shows that out of the total 208 graduates, 159 (76%) were female, while 49 (24%) were male. The data shows a significant gender disparity among BSBA Marketing Management graduates from 2013-2014 to 2017-2018, with females outnumbering males by a large margin. Such a gender imbalance may reflect broader societal trends or specific factors that influence career choices among individuals who are pursuing marketing management degrees. This finding aligns with the broader trend observed in various fields, where women are increasingly pursuing higher education and careers in areas traditionally dominated by men. According Jackman and Morrain-Webb (2019), in their study the students believe that female empowerment and gender equity, especially in academic achievement, contribute to their higher performance in school. This is due to societal movements that promote female motivation and strive for gender parity. However, these factors hinder males. These findings support the data in the table, which indicates a global trend of higher graduation rates among females compared to males.

1.2. Civil status

In terms of civil status, in general 88 percent of all the graduates were single. There is a high percentage of single graduates among both male (96%) and female (86%) BSBA Marketing Management students. This is most probably because many students pursue their carrier right after college and may not have had time for family formation or have children. Furthermore, the marketing industry is highly competitive, and many graduates may choose to prioritize their careers over starting a family. According to McLaurin, J. P. (2021), younger generations prioritize focusing on their work, while married men are more likely to have limited career opportunities due to not earning more or advancing. Furthermore, Bursztyn et al. (2017) mentioned that women who are in relationships have to sacrifice more than single women. Perhaps these studies indicates that women and men prioritize their education and career over marriage.

Additionally, a mark percentage of female graduates (14%) are married, single parent, or separated, suggesting potential differences in life stages and responsibilities between male and female graduates at the time of graduation.

1.3. Region of origin

The table shows that most of the graduates (92%) are coming from Region 1, with 94% of male graduates and 91% of female graduates originating from this region. Graduates from other regions, such as Region 2 (3%), Region 4 (1%), Region 5 (1%), NCR (1%), and CAR (2%), have minimal representation in the program. The high concentration of graduates from Region 1 could be attributed to the accessibility and proximity of the educational institution to this region, making it more convenient for students to enroll and attend classes. Likewise, the prevalence of graduates from Region 1 perhaps influenced by socioeconomic factors, include access to educational resources, encouragement and support from family and the community, or personal goals for professional and career advancement, which could impact ones' decisions to pursue higher education in a particular region.

Table 1. The profile of BSBA Marketing Management graduates in terms of sex, civil status and region of origin.

Profile						
	Male		Female		All Graduates	
Sex	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%
Male	49	100%	-	-	49	24%

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Female	-	-	159	100%	159	76%
Total	49	100%	159	100%	208	100%
Civil Status						
Single	47	96%	137	86%	184	88%
Married	2	4%	20	12%	22	10%
Single Parent	-	-	1	1%	1	1%
Separated	-	-	1	1%	1	1%
Total	49	100%	159	100%	208	100%
Region of Origin						
Region 1	46	94%	145	91%	191	92%
Region 2	2	4%	6	4%	8	3%
Region 4	-	-	1	1%	1	1%
Region 5	-	-	1	1%	1	1%
NCR	1	2%	2	1%	3	1%
CAR	-	-	4	2%	4	2%
Total	49	100%	159	100%	208	100%

2. Educational Experience of the BSBA Marketing Management Graduates

2.1. Reason(s) for pursuing the degree

In terms of reason(s) for pursuing the degree, 51% of respondents said the prospect of immediate employment is their main reason for taking or pursuing the degree, while 38% said the prospect of career advancement is their main reason. Their reasons include the availability of course offerings at the chosen institution (31%), as well as a strong passion for the profession (29%).

As to the analysis among the genders, it also shows that both males and females have the same responses and that the majority reason why they take or pursue the degree is the prospect of immediate employment. The table reveals that the most common reasons for both genders were prospect for immediate employment (51%), strong passion for the profession (29%), and peer influence (27%). The reasons that showed substantial gender differences were peer influence, status or prestige of the profession, and availability of course offering in the chosen institution. More males (39%) than females (24%) reported peer influence as a reason, while more females (30%) than males (37%) reported availability of course offering as a reason. Status or prestige of the profession was also more important for males (22%) than females (7%). Perhaps the males and female different motivations and expectations for pursuing a degree in marketing management. Males may be more influenced by social factors such as peers and prestige, while females may be more concerned about practical factors such as availability and affordability of the course. The assumption may reflect the different gender roles and norms that shape the educational choices and experiences of males and females.

2.2. Scholarship

A great majority of the graduates (76%) did not receive any scholarship, and this proportion is higher for male graduates (82%) than for female graduates (75%). It is possible to assume that there may not be many scholarships being offered, that the scholarships are competitive and selective, that the majority of graduates may not need financial assistance, or that they may not be aware of the scholarship opportunities available to them or due to a lack of dissemination of the scholarship programs for students. The coincides with the study of Aberia and Java (2009) mentioned that scholarships may be available to underprivileged students based on family income, geographical spread, academic standing, and lack of dissemination.

The Batac City Scholar scholarship was awarded to 4 percent of female graduates, while the Barangay Scholar scholarship was awarded to 1 percent of female graduates. The CHED scholarship had 2 percent male graduates and 1 percent female graduates, while the College Scholar scholarship had 3 percent female graduates and 2 percent male graduates. The Laoag City Scholar scholarship had no female graduates, while the Manag Imee Scholar scholarship had 3 percent female graduates and no male graduates. Finally, the Municipal Scholar scholarship had 2 percent female graduates and no male graduates. These scholarships demonstrate that female graduates were more likely to receive the Municipal Scholar scholarship, NCIP EAP scholarship, Provincial Scholar scholarship, SIRIB Scholar scholarship, SK Scholar scholarship, SUC DTP scholarship, and Varsity scholarship. There was a similar representation of male and female graduates in the NCIP EAP scholarship, Provincial Scholar scholarship, SIRIB Scholar scholarship, SK Scholar scholarship, SUC DTP scholarship, and Varsity scholarship.

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2.3. Honor(s) or award(s) received

In terms of scholarship, great majority of the respondents, or 76%, did not avail of a scholarship. Aberia and Java (2009) mentioned that eight hundred seventeen people participated in this study. The majority did not avail of any scholarships, but for those who did, the majority benefited from the Work Study Program, and availed of this for 4 years or until graduation. Perhaps some scholarship programs grant scholarships to deserving underprivileged students based on family income, geographical spread, student academic standing, and low dissemination of scholarship materials and information.

The majority of male graduates (94%) and female graduates (95%) did not receive any honors or awards. This suggests that the criteria or qualifications for receiving honors or awards in the BSBA Marketing Management program are highly competitive or challenging. It indicates that achieving honors or awards within the program requires high levels of academic achievement or significant contributions in specific fields.

Among female graduates, 4 percent received the Cum Laude award, while no male graduates received this honor. This means that female graduates outnumber male graduates in terms of achieving the Cum Laude award. In the study of Dinan, S. (2016), it was noted that honors programs and colleges often thrive at institutions because of the high-caliber women who, often for financial or personal reasons, attend them. High-achieving young women populate honors programs and colleges because they want to get the most out of their education even if they do not attend the most competitive institution that admitted them. The job of honors directors and faculty members is to create dynamic and challenging environments for their students, the majority of whom are female. Maybe it is because young women are in a position to know that they will need to work harder to achieve success. On the other hand, the Most Promising Marketing Manager award was given to 2 percent of male graduates, but no female graduates earned it. This suggests that male alumni outperform female graduates in the Most Promising Marketing Manager category. The non-academic attributes of one's school peers play an important role in academic performance above and beyond one's own non-academic attributes. These results suggest that school-wide interventions and instructional practices designed to improve the non-academic skills of all students will provide additional benefits compared with interventions focusing on students with the most under-developed non-academic attributes (Palardy, G. J., 2019).

Both male and female graduates, 1% respectively, received the Leadership Award. This indicates that the program values and encourages the development of leadership qualities in all students, regardless of gender. It suggests that both male and female graduates actively participate in leadership roles or possess exceptional leadership talents, leading to the recognition of the leadership award. Among the graduates, 2% of male graduates received the varsity award, while no female graduates received this award. This indicates a higher representation of male graduates in the varsity award category.

Table 2. The educational experiences of the graduates of BSBA Marketing Management in terms of their reasons for pursuing the degree, scholarship, and honor(s) or award(s) received.

Educational Experiences						
Reason(s) for Pursuing the Degree*	Male		Female		All Graduates	
	<i>f</i>	%	<i>f</i>	%	<i>F</i>	%
High grade in the course or subject area (s) related to the course	6	12%	7	4%	13	6%
Good grades in high school	7	14%	9	6%	16	8%
Influence of parents or relatives	10	20%	41	26%	51	25%
Peer influence	19	39%	38	24%	57	27%
Inspired by a role model	7	14%	23	15%	30	14%
Strong passion for the profession	15	30%	46	29%	61	29%
Prospect for immediate employment	25	51%	80	50%	105	51%
Status or prestige of the profession	11	22%	11	7%	22	11%

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Availability of course offering in the chosen institution	18	37%	47	30%	65	31%
Prospect of career advancement	20	41%	59	37%	79	38%
Affordable for the family	13	27%	39	25%	52	25%
Prospect of attractive compensation	11	22%	25	16%	36	17%
Opportunity for employment abroad	8	16%	23	15%	31	15%
No particular choice or no better idea	3	6%	7	4%	10	5%
Others	1	2%	1	1%	1	1%
*Multiple Response						
Scholarship						
Batac City Scholar	-	-	7	4%	7	3%
Barangay Scholar	-	-	1	1%	1	1%
CHED	1	2%	1	1%	2	1%
College Scholar	1	2%	5	3%	6	3%
Laoag City Scholar	1	2%	-	-	1	1%
Manag Imee Scholar	-	-	6	3%	6	3%
Municipal Scholar	-	-	4	2%	4	1%
NCIP EAP	-	-	1	1%	1	1%
Provincial Scholar	4	8%	2	1%	6	3%
SIRIB Scholar	1	2%	8	5%	9	4%
SK Scholar	-	-	1	1%	1	1%
SUC DTP	-	-	1	1%	1	1%
Varsity	1	2%	3	2%	4	1%
None	40	82%	119	75%	159	76%
Total	49	100%	159	100%	208	100%
Honor(s) or Award(s) Received						
Cum Laude	-	-	6	4%	6	2%
Most Promising Marketing Manager	1	2%	-	-	1	1%
Mr. University	1	2%	-	-	1	1%
Leadership Award	-	-	1	1%	1	1%
Varsity Award	1	2%	-	-	1	1%
None	46	94%	152	95%	198	94%
Total	49	100%	159	100%	208	100%

3. Number of Employed BSBA Marketing Management Graduates

In terms of whether they are employed, it revealed that 96% of respondents indicated that they were now employed, 4% that they were not. The reasons provided by 4% of respondents were managing a business, advanced or additional studies, family issues and decisions not to pursue work, no job opportunity, health-related reasons, resignation or layoff while waiting for petition document, and becoming pregnant. Accordingly, the outcomes of students are important, and the improvement of knowledge, skills, and competencies are the main concerns that should be taken up in every educational institution (Deblois, 2021). Employment of students after graduation can be determined by how the expected student outcomes were achieved. Thus, educational institutions' designed curriculum and its implementation are factors for achieving student outcomes (Deblois, 2021). Perhaps the Marketing management graduates of the College of Business, Economics and Accountancy is highly employable.

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According to the analysis of responses by gender, 94% of all male respondents and 96% of all female respondents are currently employed. Perhaps the marketing management program has added value by developing job-related skills and competencies that have prepared its male and female graduates for the workplace. For the 6% male who are not employed mentioned that the main reasons are advanced or additional studies and resignation or layoff. For the 4% female respondents mentioned managing a business, advanced or additional studies, family issues and decisions not to pursue work, no job opportunity, health-related reasons, resignation or layoff while waiting for petition document, and becoming pregnant. This suggests that women may face a wider range of challenges when it comes to employment.

Table 3. The number of employed BSBA Marketing Management graduates.

Number of Employed						
	Male		Female		All Graduates	
Employed	<i>f</i>	%	<i>f</i>	%	<i>F</i>	%
Yes	46	94%	154	96%	200	96%
No	3	6%	5	4%	8	4%
Total	49	100%	159	100%	208	100%

4. Career Preparation of the BSBA Marketing Management Graduate

4.1. Finding the first job

In terms of finding the first job, shows 39% of the respondents mentioned that they found their first job as walk-in applicant. It is interesting to note that only 3% found job arranged by school's job placement officer. This could indicate that these resources be more utilized for more effective platform for job-seekers.

A mark percentage of the male graduates (39%) find their first job as walk-in applicant, 14% were hired by means of the Job Fair or Public Employment Service Officer (PESO) and through recommendation by someone. For a great percentage of the female graduates (38%) found their jobs as walk-in applicants to different private and public establishments, likewise about 38% found their jobs though recommendation by someone. This suggests that walk-in applications, job fairs, and recommendations are common and successful methods of job-seeking for both genders. They provide individuals with a wider range of job opportunities and are more open to different types of jobs.

The Others category accounts for 6% of all graduates finding their first job. It is equally popular among both genders, with 8% of males and 6% of females. This suggests that a small but notable percentage of graduates find their first job through means not listed in the categories mentioned. All of the respondents mentioned that they were absorbed during their internships. This indicates that internships are a crucial pathway to employment for both male and female graduates. It also suggests that companies where these internships take place recognize the value of the skills and experience these graduates bring.

4.2. How long it takes to land a job

In terms of how long it takes to land a job, 47% of the male respondents landed on a job in less than a month, however about 2% landed on a job 2 year to less than 3 years. For the female graduates 49% land on the job in less than a month, though about 1% found and landed a job in 3 years to less than 4 years.

This indicates the importance of early job hunting, persistence, networking, internships, and career counseling for successful job placement.

4.3. Reason for accepting the job

In terms of reason for accepting the job, majority of the respondents (57%) stated that their primary reason for accepting the job was due to the challenges it would present for their career, with salary and benefits coming in second (56%) in importance. Perhaps their major objective is to put their knowledge to use and gain experience to advance in their careers. It is only their secondary goal to achieve monetary commensuration.

Majority of the male graduates (55%) who posted about accepting the job cited special skills as the primary justification. Men may relate to talents more than any other factor in deciding whether or not to accept a job. The primary explanation given by female respondents was career challenge (58%). The difficulties they would face in their chosen careers may affect the female graduates more. The Others category accounts for 10% of all graduates' reasons for accepting the job. It is equally popular among both genders, with 6% of males and 4 % of females. The main reasons male respondents provided are for experience, being the boss to your own business, and opportunity, while female respondent mentioned the need to earn job experience, family

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recommendation and family business. The data suggesting that familial entrepreneurial ventures also influence their career choices for females and male focus more on career growth and advancement opportunities.

Table 4. The career preparation of the BSBA Marketing Management graduate terms of finding the first job, waiting time to land a job, and reason for accepting the job.

Career Preparation						
	Male		Female		All Graduates	
Finding the First Job						
Response to an Advertisement	4	8%	11	7%	15	7%
As walk-in applicant	19	39%	61	38%	80	39%
Recommended by someone	7	14%	51	32%	58	28%
Arranged by school's job placement officer	4	8%	3	2%	7	3%
Family business	-	-	5	3%	5	2%
Job Fair or Public Employment Service Officer (PESO)	7	14%	11	7%	18	9%
Information from friends	4	8%	8	5%	12	6%
Others	4	8%	9	6%	13	6%
Total	49	100%	159	100%	208	100%
How long it takes to land a job						
Less than a month	23	47%	78	49%	101	48%
1 to 6 months	21	43%	68	43%	89	42%
7 to 11 months	4	8%	8	5%	12	6%
1 year to less than 2 years	-	-	4	3%	4	2%
2 years to less than 3 years	1	2%	-	-	1	1%
3 years to less than 4 years	-	-	1	1%	1	1%
Total	49	100%	159	100%	208	100%
Reasons for Accepting the Job						
Salaries and benefits	26	53%	91	57%	117	56%
Career challenge	26	53%	92	58%	118	57%
Related to special skills	27	55%	66	42%	93	45%
Proximity to residence	14	29%	49	31%	54	26%
Others	3	6%	7	4%	10	5%
*Multiple Response						

5. The Employment Data of the BSBA Marketing Management Graduate

5.1. Present employment status

In terms of present employment status, it reveals that great majority of respondents (68%) are regular or permanent employees, while a mark percentage (14%) are contractual workers and 4% have other reasons, such as advancement or further study, family concern and decided not to find a job, health-related reason and no job opportunity. Perhaps the Marketing management program of the College of Business, Economics and Accountancy is employable.

In terms of employment status, 65% of all male respondents had regular or permanent work status, while 69% of all female respondents have the same. Perhaps the graduates were also qualified for the position as supported by their attained education and eligibility.

5.2. Present occupation

In terms of employment type, 45% of respondents identified as customer service agents or representatives, while 13% responded in other ways, including as department managers, BPO team managers, assistant branch managers, plant supervisors, branch admin supervisors, nannies, and factory workers. However, other responses included not applicable responses, which might be because they are taking advanced or further study, family concerns and deciding not to find a job, health-related reasons, no job opportunity and those who were pregnant as their previous responses for those who are not employed or have never been employed.

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With regard to the responses by gender, 49% of all male respondents occupying customer service agent/representative, likewise 44% of all female respondents have the same occupation. It is also relevant to note that 8% and 23% of the male and female respondents' occupation is product/brand/assistant order/billing assistant.

5.3. Industry

In terms of the industry, 21% of respondents work in wholesale and retail trade, repair of motor vehicles, motorcycles, and personal and household goods, 19% work in a financial intermediation firm, and 13% work in transport, storage, and communication. Perhaps these are the most common types of business students related to their course.

According to responses by gender, 16% are employed in wholesale and retail trade, repair of motor vehicles, motorcycles and personal and household goods, and transport storage and communication types of businesses. Perhaps the majority of the men who responded can relate to the jobs that these companies are providing. For the female graduates, 23% were employed in wholesale and retail trade, repair of motor vehicles, motorcycles and personal and household goods, and 21% in financial intermediation. Perhaps since they have degrees in marketing, they believe they fit in this type of firm.

5.4. Agency

In terms of agency employed at, majority of respondents (73%) work for private organizations. In terms of the responses by gender, 67% of male graduates work for a private company, while 33% work for the government. While 19% of the female graduates found employment in government, and 81% were hired by private companies. This indicate that graduates tend to find employment in private companies more than in government agencies. However, a higher percentage of male graduates are employed in government compared to female graduates. This could suggest that while private sector opportunities are prevalent for all graduates, male graduates might have a slightly higher inclination or opportunity towards government jobs compared to their female graduates.

5.5. Place of work

In terms of place of work, 91% of respondents are deployed locally. In terms of responses by gender, 96% of male graduates work for local businesses, and only 4% are employed abroad. Within the local economy, 89% of female graduates are employed, and 11% do so abroad. This suggest that graduates predominantly find employment within the locality. However, a slightly higher percentage of female graduates seek and find employment abroad compared to the male graduates. This could suggest a greater inclination or opportunity for international employment among female graduates.

5.6. Gross monthly earning

In terms of gross monthly earnings, reveals that 75 percent of respondents has a 5,001 to 15,000 gross monthly earning and about 13% earns 15,001 to 25,000 a month. For the gender analysis, 76% of the male respondents has a 5,001 to 15,000 gross monthly earning, only 2% earn a gross monthly earning of 45,0001 to 55,000. For the female graduates 75% has a gross monthly earning amounting to 5,001 to 15, 000, 12% has a 15,001 to 25,000 and only 1% has a55,001 and above gross monthly earning. This suggests that the gross monthly earnings of the majority of respondents are relatively modest, with a small percentage earning higher gross monthly earnings.

Employment Data						
Present Employment Status	Male		Female		All Graduates	
	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%
Regular	32	65%	110	69%	142	68%
Temporary	1	2%	3	2%	4	2%
Casual	4	8%	5	3%	9	4%
Contractual	5	10%	23	15%	28	14%
Self-employed	3	6%	13	8%	16	8%
Other(s)	4	8%	5	3%	9	4%
Total	49	100%	159	100%	208	100%
Present occupation						
Management Trainee in marketing	1	2%	-	-	1	1%
Marketing Assistant	3	6%	15	9%	18	9%
Account Executive	1	2%	3	2%	4	2%
Merchandising Assistant	1	2%	1	1%	2	1%

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Customer Service Agent/Representative	24	49%	70	44%	94	45%
Junior Sales Trainer	1	2%	-	-	1	1%
Receptionist	-	-	3	2%	3	1%
Entrepreneur	3	6%	15	9%	18	9%
Product/Brand/Assistant Order/Billing Assistant	4	8%	36	23%	40	19%
Others	11	22%	16	10%	27	13%
Total	49	100%	159	100%	208	100%
Industry						
Agriculture, Hunting and Forestry	1	2%	3	2%	4	2%
Construction	2	4%	1	1%	3	1%
Education	5	10%	7	4%	12	6%
Electricity, Gas and Water Supply	-	-	2	1%	2	1%
Financial Intermediation	6	12%	33	21%	39	19%
Health and Social Work	3	6%	6	4%	9	4%
Hotels and restaurants	2	4%	7	4%	9	4%
Manufacturing	1	2%	7	4%	8	4%
Other Community, Social and Personal Service Activities	6	12%	11	7%	17	8%
Public Administration and Defense, Compulsory Social Security	2	4%	7	4%	9	4%
Real Estate, Renting and Business Activities	1	2%	9	6%	10	5%
Transport Storage and Communication	8	16%	19	12%	27	13%
Wholesale and Retail Trade, repair of motor vehicles, motorcycles and personal and household goods	8	16%	36	23%	44	21%
Others	4	8%	11	7%	15	7%
Total	49	100%	159	100%	208	100%
Agency Employed						
Private	33	67%	128	81%	161	77%
Government	16	33%	31	19%	47	23%
Total	49	100%	159	100%	208	100%
Place of Work						
Local	47	96%	142	89%	189	91%
Abroad	2	4%	17	11%	19	9%
Total	49	100%	159	100%	208	100%
Gross Monthly Earning						
5,000 and below	2	4%	15	9%	17	8%
5,001 - 15,000	37	76%	119	75%	156	75%
15,001 - 25,000	9	18%	19	12%	28	13%
25,001 - 35,000	-	-	1	1%	1	1%
35,001 - 45,000	-	-	1	1%	1	1%
45,001 - 55,000	1	2%	2	1%	3	1%
55,001 and above	-	-	2	1%	2	1%
Total	49	100%	159	100%	208	100%

SUMMARY OF FINDINGS

The study was undertaken to track the employment whereabouts of the BSBA Marketing Management graduates at the College of Business, Economics and Accountancy from SY 2013-2014 to SY 2017-2018. The study used the Gender-Based Analysis.

The study treated the BSBA Marketing Management graduates profile, educational experiences, number of employed, career preparation, and employment data using gender-based analysis.

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The study made use of the descriptive research method and adapted the instrument prescribed by the CHED-Graduate Tracer Study (CHED-GTS). An online survey was used to collect the data from the graduates and utilized Google forms and various online platforms such as social media to contact them. It uses frequency as a statistical tool to treat responses. The actual respondents (209 graduates) were a random sample of BSBA Marketing Management graduates from the academic years 2013-2014 to 2017-2018, representing 37.59 percent of the 556 graduates.

The following are the salient findings of the study:

For the profile of BSBA Marketing Management graduates from 2013-2014 to 2017-2018, there were more female than male graduates. There is a high percentage of single graduates among both males and females, and almost all of the male and female respondents are from Region 1.

In terms of their educational experiences, both males and females were primarily motivated by the prospect of immediate employment as their main reason for pursuing the degree. Among those who did, female graduates were more likely to achieve the Cum Laude award, while male graduates were more likely to receive the Most Promising Marketing Manager award and the Varsity award. Female graduates tended to excel in academic honors like Cum Laude, while male graduates were more represented in non-academic awards like Most Promising Marketing Manager and Varsity awards.

Regarding the number of employed BSBA Marketing Management graduates, both male and female graduates have high employment rates, indicating the program's effectiveness in equipping graduates with job-related skills and competencies.

For their career preparation, both male and female graduates commonly found jobs through walk-in applications and recommendations, indicating the success of these methods regardless of gender. Internships are an important pathway to employment for all graduates, as some respondents were absorbed during their internships. Nearly half of male and female respondents landed a job in less than a month, highlighting the importance of early job hunting and persistence. Male graduates often cited special skills as their primary justification for accepting a job, while female graduates focused more on career challenges.

In terms of employment data, there is a relatively balanced distribution of employment status between male and female graduates, with both having a majority in regular or permanent employment, indicating stability in their employment. Both male and female graduates are commonly employed as customer service agents, indicating a common career path in the industry. There are slight differences in industry preference between male and female graduates, with male graduates slightly more represented in wholesale and retail trade, and female graduates slightly more in financial intermediation. Male graduates have a slightly higher representation in government jobs compared to female graduates. Female graduates have a slightly higher percentage of employment abroad compared to male graduates. A small percentage earns higher gross monthly earnings, with some male respondents earning higher than female respondents in the highest earning bracket.

It is recommended that:

1. Offer a more diverse curriculum that caters to different career aspirations
2. Ensure equal opportunities for both genders to excel in academic and non-academic honors and awards
3. Prioritize and improve internship programs
4. Increase awareness and utilization of job placement resources
5. Encourage ongoing learning and skill development
6. Stay up-to-date with industry trends and offer specialized training
7. Address any gender disparities in employment and offer targeted support for female graduates.
8. Organize events and initiatives to help graduates network with each other and industry professionals.
9. Encourage collaboration and learning among alumni to support career growth.
10. Continuously monitor and evaluate the program's effectiveness and use feedback to improve the program offerings.

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