Tracking the Employment Status of Batch 2022 Graduates: A Tracer Study on Marketing Management

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ABSTRACT

This tracer study investigates the employment status and job alignment of the Bachelor of Science in Business Administration major in Marketing Management (BSBA-MM) graduates of Monkayo College of Arts, Sciences and Technology (MonCAST), Batch 2022. Guided by the Commission on Higher Education's Phenomenon of Employment Model, the study evaluates how demographic, educational, and experiential factors affect graduates' employability and work performance. It aims to measure the effectiveness of the BSBA-MM program in preparing students for the demands of the marketing profession and the evolving labor market. A total of 123 graduates (46 males and 77 females) participated in the study, representing 23.2% of the total population. Using a quantitative descriptive tracer design, data were gathered through a CHED-adapted survey distributed via online platforms and personal communication. Results revealed that 84.6% of graduates were employed, with 74% of these working in jobs related to their field. Female graduates showed a higher job relevance rate, while male graduates recorded a higher overall employment rate. Most respondents were employed in the private sector under contractual arrangements, primarily in service and sales roles. Salary and benefits emerged as the leading reason for job retention, followed by proximity to residence and job satisfaction. The findings emphasized the necessity of strengthening graduate support systems, including professional licensing exam preparation, career services, and the development of graduate studies opportunities. This study offers actionable insights for enhancing the quality and responsiveness of the BSBA-MM curriculum, reinforcing MonCAST's role in shaping competent, ethical, and job-ready marketing professionals.

Keywords: Tracer Study, BSBA Program, Marketing Management, MonCAST, Employment

INTRODUCTION

Background of the Study

Monitoring the employment path of Marketing Management graduates serves as a critical measure of an institution's effectiveness in preparing students for the evolving demands of the marketing profession. Such a tracer study not only demonstrates the alignment of the curriculum with industry standards but also highlights the institution's role in developing graduates who possess the competencies, adaptability, and ethical grounding required to succeed in diverse marketing roles. By systematically tracking graduates' career outcomes, the institution gains valuable insights that can inform continuous program improvement, ensuring that its Marketing Management graduates remain competitive and responsive to the dynamic needs of the business sector.

Graduate Tracer Studies among universities worldwide became a common identifiable practice that provides viable opportunities for Higher Education Institutions to evaluate their academic curriculum and activities (Refugia, 2021). Tracer studies also known as graduate surveys, alumni surveys, or graduate tracking use a standardized survey to analyze employment profile of graduates, which takes place normally between 6 months and 3 years after graduation. As such, many countries experience a growing demand to introduce a system of tracer studies due to reaccreditations requirements and quality management. Education institutions are even forced by law to implement regular tracer studies. In addition, demand from various donor agencies or

stakeholders is also growing to gather empirical evidence about the relevance of the education/training (Johansyah et al., 2025).

A tracer study is a method of student outcome research that tracks graduates' career progress and employment to evaluate program performance in meeting industry demands (Agoylo et al., 2024). This current global shift shows the need to see how graduate surveys can help measure the impact of higher education on graduate employment. The learnings in this round with respect to research management are enormous. Clearly, there is a need to establish detailed and Graduate Tracer Study-specific administrative, financing, and auditing guidelines to avoid the ambiguities that hindered implementation in this round (Tutor et al., 2021).

As mentioned by Pacleb-Ulanday, M. L. (2021), employability corresponds to skills and expertise that make a person ideally suited for the potential employer. A diploma is no longer a guarantee of employment and that entails employability is an essential concern as competition for graduates, both locally and abroad because of the remarkable increase in the enrollment rate of higher education institutions. HEI's is expected to provide and develop the employability skills and abilities of graduates that could be desirable for a potential employer. Graduates' employability also measures the fulfillment of the mission, vision, goals, and objectives of the HEI's. The graduates' success in landing a decent job also gives credit to the HEI's where they graduated.

The Monkayo College of Arts, Sciences and Technology in cooperation with its Alumni Association have been conducting Business Administration Graduate Tracer Study in order to identify the performance of the graduates from the academe to the field of work. To look for the findings of labor market of the graduates, this tracer study is designed to investigate the employability of graduates from the whole population of the institution who graduated from July 8, 2022.

This tracer study aims to systematically track and analyze the employment status of graduates from the Bachelor of Science in Business Administration major in Marketing Management program after graduation. A total of 123 graduates participated in this study, representing 23.2% of the total population of graduates. The respondents are composed of 46 male and 77 female graduates. This research will generate relevant data to evaluate the employability of the program's graduates, identify trends in labor market absorption, and provide feedback for curriculum development, career services, and institutional quality assurance.

Conceptual Framework

This study is anchored to the conceptualization of the CHED Graduate Tracer Study: Phenomenon of Employment Model designed by the Commission on Higher Education (CHED), which pointed out that in determining the employability of the graduates in Higher Education Institutions, the phenomena of employment are taken into consideration. Factors include college education, age, sex, connection, family, and experiences, plus other can affect graduates' decisions to accept the work such as income, satisfaction, relevance, and benefits.

The labor market consistently demonstrates that work experience is a critical factor from an employer's perspective. In the context of employment, experience serves as evidence of an applicant's familiarity with job tasks and functions, providing employers with an indication of the candidate's ability to perform effectively in the role. This tracer study examines whether this commonly held view aligns with the actual employment outcomes of MonCAST Business Administration graduates, specifically investigating the extent to which prior experience influences their employability and job placement.

Figure 1 shows the indicators that may affect or contribute to the employment status of the graduate.

Figure 1: Modified Phenomenon of Employment Model

Research Objectives

The overall objective of this study is to gain a comprehensive understanding of the employment status, job search experiences, nature of initial employment, and work performance of Bachelor of Science in Business Administration major in Marketing Management graduates of Monkayo College of Arts, Sciences and Technology (MonCAST) batch 2022. Specifically, the study aims to assess the graduates' effectiveness in securing employment and performing within their respective fields. Additionally, it seeks to evaluate the quality of education provided by MonCAST, as reflected in the graduates' success and relevance in their chosen careers.

Specifically, the study intended to achieve the following objectives:

1. determine the current employment status of MonCAST BSBA major in Marketing Management graduates' batch 2022,
2. make a comparative analysis of how long it would take for the graduates to land and staying their first jobs,
3. get hold of a better understanding of the employability, job searching, the nature of their first job, and the performance of MonCAST graduates,
4. undertake an analysis of employment opportunities and conditions of MonCAST BSBA major in Marketing Management graduates,
5. make recommendations as to how MonCAST can enhance the competency and work ethics of its graduates in both fields,
6. suggest some course programs and majors to be incorporated to the college which will help to improve the expected vision, mission, and goals of the institution,
7. track graduates' personal and employment profile, and
8. illustrate the status of graduates in taking the civil and related examinations.

METHODOLOGY

Research Design

This paper used the quantitative research design more specifically descriptive tracer study as an attempt conducted to determine and to verify the employment status of MonCAST Alumni, Bachelor of Science in Business Administration major in Marketing Management graduates.

Population and Sample Size

Through the cooperation of Monkayo College of Arts, Sciences and Technology (MonCAST) and its Alumni Association, the research respondents for this tracer study were identified. The Bachelor of Science in Business Administration major in Marketing Management graduates were contacted and assessed by the researcher. A total of one hundred twenty-three (123) graduates from the program were included in the study, consisting of forty-six (46) male and seventy-seven (77) female graduates. Most respondents were reached and interviewed through mobile communication, Google Forms, and other social media platforms, resulting in a complete enumeration of the identified population. The respondents include both employed and unemployed MonCAST Financial Management graduates.

Research Instrument

A quantitative research design specifically a survey questionnaire was employed in this tracer study to analyze and evaluate the collected data. The researcher used an adapted and modified survey questionnaire based on the Graduate Tracer Study instrument developed by the Commission on Higher Education (CHED). The questionnaire was designed to obtain a comprehensive understanding of the employability, job search experiences, nature of initial employment, and work performance of the Bachelor of Science in Business Administration major in Marketing Management graduates of Monkayo College of Arts, Sciences and Technology (MonCAST), Batch 2022.

Data Collection Procedure

The study utilized primary data provided by the program coordinator of the MonCAST Business Administration major in Marketing Management program. The target population consisted of alumni from Batch 2022. The master list and academic records of the graduates were obtained from the Registrar's Office and the MonCAST Alumni Association. Descriptive statistics were used to present the respondents' profiles. Questionnaires were distributed to the graduates using various contact methods, including personal mobile numbers, office numbers, email addresses, and social media platforms such as Google Forms and Messenger. Graduates who were unemployed at the time of the study were also included and received the tracer survey questionnaire.

RESULTS AND DISCUSSION

This chapter presented and discussed the results from the data collected through survey using the generally accepted statistical tools and principles. The study attempted to investigate the employment status of Bachelor of Science in Business Administration major in Marketing Management of Monkayo College of Arts, Sciences, and Technology. The major findings gathered through one-on-one and online interviews. The data gathered for this study were also presented through figures and tables. Presentations were categorized into respondents' profile, locations, studies and trainings, employment status, and suggestions. The total number of traced respondents for this study was 123 which were 23.2% of the total number of graduates from Batch 2022.

This study also presented the relevant results of the larger study that traced the graduates of MonCAST. It also attempted to discover if the preferred route still prevailed to the bachelor's degree of MonCAST BSBA graduates.

The result of this study would provide concrete information for future and strategic planning for both MonCAST Institution and its Alumni Association.

Table 1. Enrolment Profile of BSBA MM Program

Academic Year 2021-2022	1st	2nd	3rd	4th	Total
First Semester	258	115	152	122	647
Second Semester	219	110	154	121	604

Table 1 presents the enrolment profile of the Bachelor of Science in Business Administration major in Marketing Management (BSBA-MM) program at MonCAST for the Academic Year 2021–2022. In the First Semester, a total of 647 students were enrolled across all year levels, with the highest numbers recorded in the first-year population (258 students), followed by the third year (152), second year (115), and fourth year (122). In the Second Semester, enrolment slightly decreased to 604 students. The most notable declines were observed in the first-year and second-year levels, while the third and fourth years maintained relatively stable numbers. This enrolment data reflects the program's sustained demand and indicates student retention trends across year levels.

The Profile of the Respondents

The collected data illustrate the respondents' profiles which have been classified into age, gender, marital status, current location and residence, and the records collected from civil and certification examinations for eligibility.

Table 2. Demographic Profile of the Graduates

Sex	Batch 2022 (N=123)
Male	46 (37.4%)
Female	77 (62.6%)

Table 2 shows the demographic profile of the BSBA Marketing Management graduates from Batch 2022. Out of the total 123 graduates, 46 (37.4%) were male, while 77 (62.6%) were female. This distribution indicates a higher proportion of female graduates within the program, reflecting a continuing trend of female dominance in the field of Marketing Management at MonCAST. Such demographic insights may guide future program initiatives, student support services, and gender-responsive strategies to promote inclusivity and balanced participation across all population.

Table 3. Marital Status

Status	Batch 2022 (N=123)	%
Single	28	19%
Single Parent	8	6.5%
Married	87	74.5%

Based on the data gathered from Batch 2022 with a total of 123 individuals, the majority of the respondents are married, comprising 87 individuals or 74.5% of the group. This indicates that most members of the batch have already entered into family life. Meanwhile, 28 individuals or 19% are single, suggesting they are not currently in a marital or parental relationship. A smaller portion, 8 individuals or 6.5%, are single parents, which reflects the presence of individuals who are raising children independently. This distribution highlights the varied civil status of the batch, with marriage being the most common status among the respondents.

Table 4. Location of Residence

Location	Batch 2022 (N=123)	%
Barangay	26	21.1%
Municipality	59	48%
City	28	22.8%
Overseas	3	2.4%
Not Traced	7	5.7%

Based on the data from Batch 2022 with a total of 123 individuals, the largest portion of respondents, 59 or 48%, are currently residing within the municipality, indicating that nearly half of the batch have remained in or returned to their local area. This is followed by 28 individuals or 22.8% who are now living in the city, suggesting a significant number have relocated to more urbanized areas, possibly for work or further opportunities. Meanwhile, 26 individuals or 21.1% continue to reside in their respective barangays. A small portion, 3 individuals or 2.4%, are now based overseas, reflecting some international migration among graduates. Lastly, 7 individuals or 5.7% were not traced, indicating a slight gap in data collection or contact updates. This distribution shows a diverse range of current locations among the batch members.

Table 5. Overall Working Place

Working Place	Batch 2022 (N=123)	%
Local	121	98.4%
Abroad	3	1.6%

The Table shows a total of 123 individuals, the vast majority, 121 graduates or 98.4%, are employed locally, indicating that most of the batch members have found work within the country. In contrast, only 3 individuals or 1.6% are working abroad, showing a minimal number of overseas employments among the respondents. This suggests that local job opportunities have been the primary source of employment for the graduates of this batch.

Table 6. Performance in Eligibility Examinations

Status	Batch 2022 (N=123)	%
Passed	15	12.2%
Retaker & Passed	7	5.7%
Retaker & Not Passed	12	9.8%
Haven't taken the Exam yet	89	72.4%

Table 6 shows the status of Batch 2022 graduates in relation to their performance in eligibility examinations and certifications. The data indicate that only 15 graduates or 12.2% have successfully passed the licensure examination on their first attempt. Meanwhile, 7 individuals or 5.7% passed the exam after retaking it, while 12 or 9.8% have retaken the exam but have not passed. Notably, a large majority, 89 individuals or 72.4%, have not taken the licensure examination yet. This indicates that most of the batch have either delayed or are still preparing for the exam, with only a small portion currently licensed.

Table 7. Advance Studies

Status	Batch 2022 (N=123)	%
Taking/Earning	5	4.1%
Not Taking/Earning	118	95.9%

The data and the table reveal that only 5 graduates or 4.1% are currently pursuing or earning an advanced degree or further studies. In contrast, the overwhelming majority—118 individuals or 95.9%—are not engaged in any form of further education. This suggests that most graduates have opted to enter the workforce or pursue other paths rather than continue with higher studies at this

Employment Data of the Graduates

As stressed out by Caingcoy et al. (2021), employment status of graduates has been a subject of considerable research, shedding light on the challenges they face in securing appropriate employment. One critical issue discussed is underemployment, where graduates find themselves in roles that do not align with their academic qualifications. Job stability is another concern. Numerous studies reveal that graduates, especially in teaching professions, often work in temporary or contractual positions rather than securing permanent roles.

Table 8. Employment Status of Batch 2022

Gender	Employed f (%)	Unemployed f (%)	Not Traced f (%)	Total f (%)
Male	46 (100%)	-	-	46 (37.4%)
Female	58 (75.3%)	12 (15.6%)	7 (9.1%)	77 (62.6%)
Total	104 (84.6%)	12 (9.8%)	7 (5.6%)	123

Based on the employment data of Batch 2022 (N=123), all 46 male graduates, representing 100% of the male group, are employed, showing a full employment rate among males. In contrast, among the 77 female graduates, 58 or 75.3% are employed, while 12 or 15.6% are unemployed, and 7 or 9.1% could not be traced. Overall, the total employment rate for the batch stands at 84.6% (104 individuals), while 12 graduates or 9.8% are unemployed, and 7 or 5.6% remain untraced. These figures highlight a strong employment outcome overall, particularly among male graduates, with a slightly more varied employment status among females.

Table 9. Employment Related to

Course of Batch 2022

Gender	Employed		Total f (%)
	Related f (%)	Not Related f (%)	
Male	28 (44%)	18 (56 %)	46 (44.2%)
Female	49 (84.5%)	9 (15.5%)	58 (55.8%)
Total	77 (74%)	27 (26%)	104

In Table 9, out of the 104 employed graduates, 77 individuals or 74% are working in jobs related to their field of study, while 27 or 26% are in occupations not related to their course. Among the 46 employed male graduates, only 28 or 44% are in related jobs, whereas a higher percentage—18 or 56%—are in unrelated fields. On the other hand, among the 58 employed female graduates, 49 or 84.5% are working in related fields, and only 9 or 15.5% are in unrelated jobs. These figures indicate a significant gender gap, with female graduates more likely to be employed in positions aligned with their academic background compared to male graduates.
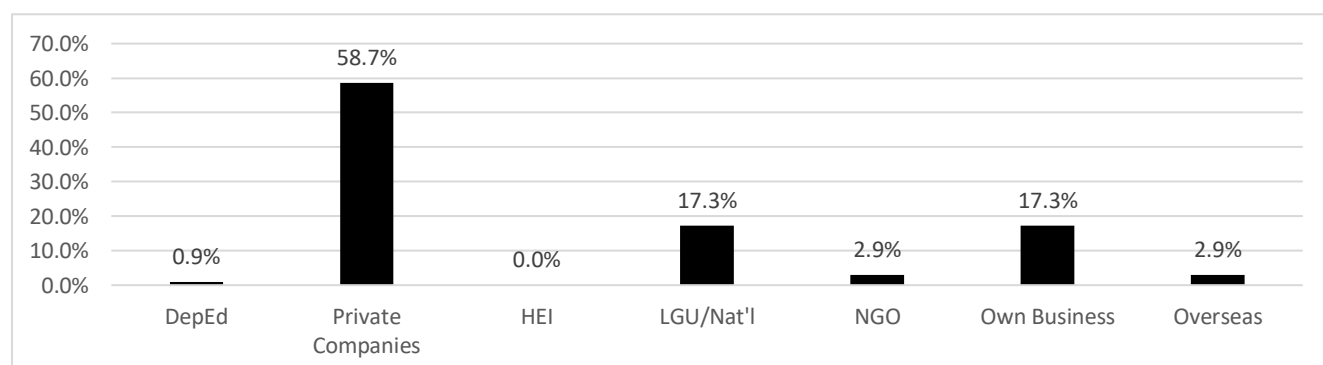
Employment Status

Figure 2. Description of the Current

The majority of Batch 2022 graduates, accounting for 58.7%, are employed in the private sector, indicating that most found job opportunities in private companies or institutions. An elaborated 17.3% of the graduates are working in Local Government Units (LGUs) or national government offices, while another 17.3% have ventured into their own businesses, reflecting a significant level of entrepreneurship among the batch. Meanwhile, a small percentage of graduates—2.9% each—are employed in Non-Governmental Organizations (NGOs) and overseas. Only 0.9% are working in the Department of Education (DepEd), and no graduates are employed in Higher Education Institutions (HEIs). This distribution highlights a strong preference or availability of jobs in the private sector, with limited employment in educational institutions and modest participation in government, NGO work, or international employment.
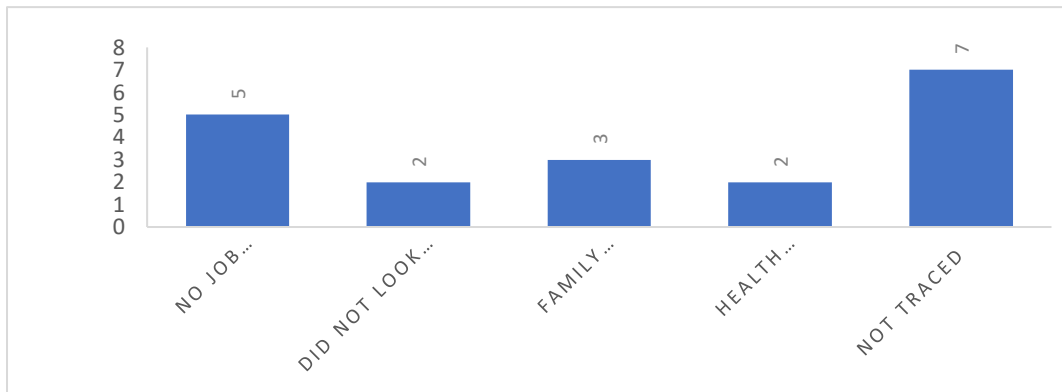

Figure 3. Reasons of Unemployment

In Batch 2022 number of graduates, majority of considered not employed were not traced, with a total of 7 individuals falling into this category, indicating a gap in contact or follow-up information. This is followed by 5 graduates who reported having no job opportunities available to them. Health conditions were cited by 3 individuals as the reason for their unemployment, while 2 graduates each stated family concerns and a decision to not look for work as their reasons. These findings suggest that while lack of opportunity and health issues are notable barriers to employment, tracking and follow-up communication with graduates also remain a challenge.
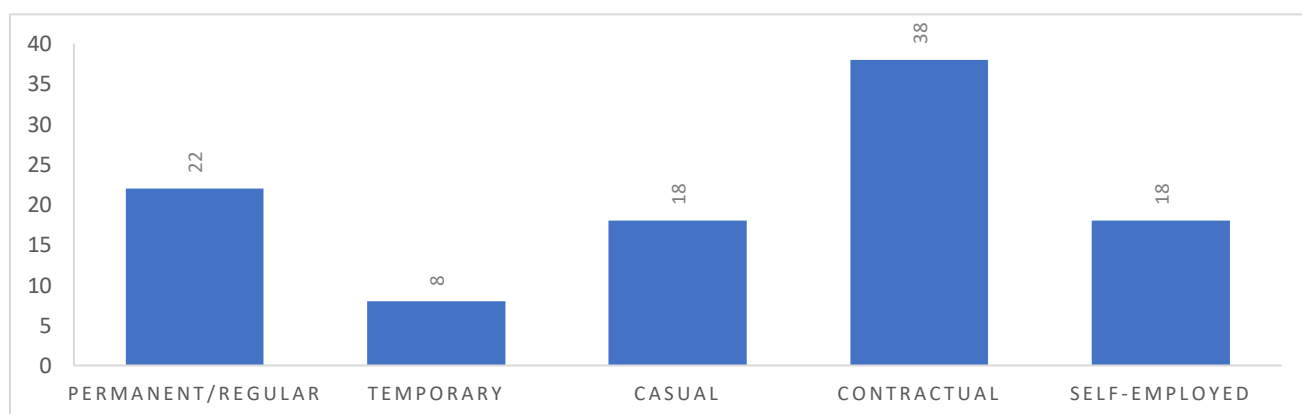

Figure 4. Present Employment Status of BSBA MM Graduates

Based on the chart focusing on the employment status of BSBA Marketing Management graduates, the majority, totaling 38 individuals, are working under contractual arrangements, indicating that many are in jobs without long-term security or benefits. This is followed by 22 graduates who have secured permanent or regular positions, reflecting a notable portion who have attained more stable employment. Both casual and self-employed workers account for 18 individuals each, suggesting a balance between flexible job roles and entrepreneurial ventures among the graduates. Meanwhile, a smaller group of 8 graduates are employed in temporary positions, indicating shorter-term or project-based work. The overall data suggests that while some graduates have found secure and independent work, a significant number remain in less stable, contractual roles.

Table 10. Occupational Classification

Nature of Work	Batch 2022 (N=104)	%
Officials of Government, Executives, Manager, Supervisor, etc.	7	6.7%
Professionals	3	2.9%
Clerk and Technical Associates	24	23.1%
Service, Shop, Market Sales	65	62.5%
Trade and Related Works	5	4.8%

The employment data of Batch 2022 graduates (N=104) reveals that the majority, or 62.5%, are engaged in service, shop, and market sales work, indicating a strong inclination towards occupations in retail and customer service industries. This is followed by 23.1% of graduates working as clerks and technical associates, suggesting a significant portion are involved in administrative or support roles. A smaller percentage, 6.7%, have attained positions as officials, executives, managers, or supervisors, which reflects a modest presence in leadership roles. Only 4.8% are employed in trade and related work, while the professional sector accounts for the smallest group at 2.9%, showing limited entry into fields requiring professional licenses or advanced expertise. This distribution suggests that most graduates initially secure employment in accessible service-oriented jobs rather than specialized professional fields.

Table 11. Course Relation of

Graduates' Current Job

Course Relation	Batch 2022 (N=104)	%
Yes	77	74%
No	27	26%

The data on the course relation of BSBA Marketing Management graduates' current jobs shows that out of 104 employed graduates, 77 (74%) are employed in positions related to their course, indicating that nearly half have found jobs aligned with their field of study and training. Meanwhile, a slightly larger portion, 27 graduates (26%), are working in jobs not related to their course, which suggests that more than half have pursued employment opportunities outside their specific academic specialization. This result highlights a potential gap between graduates' qualifications and the available job market or their personal employment choices, emphasizing the need for stronger industry linkages, career guidance, and skills alignment to help more graduates secure jobs directly connected to their degree.

Table 12. Reasons in Staying on

Their Current Jobs

Reasons	2022 N=104	%
Salaries & Benefits	37	35.6%
Career Challenge	5	4.8%
Related Skills	8	7.7%
Related to Course	19	18.3%

Proximity to Residence	10	9.6%
Peer Influence	13	12.5%
Family Influence	7	6.7%
Personal and other reasons	5	4.8%

Among the 2022 graduates (N=104), the most cited reason for choosing their current employment was salaries and benefits, reported by 35.6% of respondents, indicating that financial compensation is a primary motivator in job selection. 18.3% chose jobs related to their course, suggesting a significant but not dominant preference for aligning work with academic training. Meanwhile, 12.5% were influenced by peers, and 9.6% based their decision on the proximity of the job to their residence, highlighting the role of social and practical considerations. Related skills influenced 7.7%, while family influence accounted for 6.7%. Only 4.8% each cited career challenge and personal or other reasons. This suggests that while alignment with academic preparation and personal networks play a role, economic factors remain the strongest driver in employment decisions among the 2022 graduates.

Table 13. Numbers of Months or Year/s landed the Current Jobs

No. of Months/Years	2022 N=104	%
Less than a month	12	11.5%
1 to 6 Months	39	37.5%
7 to 11 Months	45	43.3%
1yr. to less than 2yrs.	6	5.8%
2yrs. Above	2	1.9%

Presented in this table is a significant portion of graduates are relatively new to their current jobs, the largest group, 45 graduates (43.3%), landed their current positions within 7 to 11 months, showing that nearly half took up to almost a year to find stable employment. This is followed by 39 graduates (37.5%) who were hired within 1 to 6 months, and 12 graduates (11.5%) who found jobs in less than a month, indicating that a combined majority entered the workforce relatively quickly. Only 6 graduates (5.8%) secured employment 1 year to less than 2 years after graduation, and only 2 (1.9%) reported waiting 2 years or more to find their current jobs.

Table 14. Initial Gross Monthly Earning

Gross Income	2022 N=104	%
Below 5k	6	5.8%
6k-10k	16	15.4%
11k-15k	50	48.1%
15k above	32	30.7%

The data indicates that the majority, 50 graduates (48.1%), started with a monthly income ranging from ₱11,000 to ₱15,000, indicating that most graduates receive a modest entry-level salary. This is followed by 16 graduates (15.4%) earning between ₱6,000 and ₱10,000, suggesting that about one-fifth started with a lower income bracket. Meanwhile, 32 graduates (30.7%) reported an initial salary of ₱15,000 and above, showing that only a small portion earned higher-than-average starting salaries. In this note, none of the graduates reported earnings below ₱5,000 monthly. The data further indicates that while most BSBA MM graduates

secure entry-level salaries within the ₱11,000 to ₱15,000 range, only a few are able to start with higher earnings, highlighting a potential area for career services to help graduates negotiate better starting salaries or access higher-paying opportunities.

Table 15. Suggestions of the MM Graduates for the College and Curriculum Improvement

Suggestions	Total N=158	%
Courses Offerings	48	30.4%
Offerings and Reviews on Certification and Eligibility Examinations	30	19%
Improve School Facilities	28	17.7%
Stronger industry-academe partnerships for OJT placement.	17	10.8%
Jobs Fair	16	10.1%
Materials must be varied.	11	7%
Engagement on Researches and Community-based involvement	8	5.1%

Based on the responses of 158 individuals, the most common suggestion for institutional improvement was the expansion of course offerings, mentioned by 30.4% of respondents, emphasizing a demand for more diverse academic programs. 19% recommended the provision of reviews and support for certification and eligibility examinations, highlighting the importance of career advancement support. Improving school facilities was also a key concern, raised by 17.7%, indicating a need for enhanced learning environments. Additionally, 10.8% suggested establishing stronger industry-academe partnerships, particularly for on-the-job training placements, while 10.1% recommended holding job fairs to assist with employment opportunities. A smaller portion, 7%, highlighted the need for more varied learning materials, and 5.1% suggested increasing engagement in research and community-based activities.

Table 16. Suggested Courses and Programs

Courses/ Programs	Total N=96	Total f (%)	Rank
Entrepreneurship	33	23.4%	1
BS Office Administration	22	15.6%	2
Public Administration	19	13.5%	3
Criminology	16	11.3%	4
Masteral/Doctorate	14	9.9%	5
Forestry	13	9.3%	6
Special Education	8	5.7%	7
Computer Science	7	5%	8
IT	5	3.5%	9
Nursing	4	2.8%	10

The table provides a detailed presentation of the top 10 courses and academic programs most frequently suggested by the respondents from the Batch 2022 graduates. Among the 96 gathered responses, the most highly suggested course or program was Entrepreneurship, receiving 23.4% of the total responses, indicating a strong interest in business and self-employment opportunities. This was followed by BS Office Administration with 15.6%, and Public Administration with 13.5%, showing a notable demand for administrative and public service-related programs. Criminology ranked fourth with 11.3%, reflecting growing interest in law enforcement and public safety careers. Graduate-level studies such as Masteral or Doctorate programs were

suggested by 9.9%, while Forestry followed closely at 9.3%, highlighting some interest in environmental and natural resource management. Less frequently suggested were Special Education (5.7%), Computer Science (5%), Information Technology (3.5%), and Nursing (2.8%). Overall, the data reveals a diverse range of program interests, with a particular emphasis on business, administration, and public service fields.

CONCLUSIONS AND RECOMMENDATIONS

Graduates of the Business Administration program majoring in Marketing Management are currently navigating a critical transitional phase as they enter the professional world. This transition is marked by the challenges of engaging with a fast-paced, consumer-driven market environment that is continuously reshaped by digital innovation, shifting consumer behavior, and global competition. To remain competitive and relevant, Marketing Management graduates must be adaptable, proactive, and well-versed in current marketing trends, tools, and strategies (Cui & Meng, 2025).

In today's dynamic job market, employers seek graduates who possess not only foundational knowledge in marketing principles, such as brand management, market research, digital marketing, consumer analytics, and strategic planning but also strong interpersonal and soft skills. These include creativity, communication, critical thinking, and problem-solving abilities, which are essential in building customer relationships and crafting effective marketing campaigns (Powell, 2024). As a result, continuous learning through certifications, workshops, internships, and networking has become increasingly vital for professional growth and career advancement.

Additionally, as emphasized by Mhlanga (2023), Marketing Management graduates must adopt a global mindset to effectively address the complexities of international markets, cross-cultural consumer behavior, and evolving digital platforms. With the rise of e-commerce, social media marketing, and data-driven strategies, marketers must also be adept in using modern tools such as CRM systems, SEO/SEM, analytics platforms, and AI-driven marketing technologies to reach and engage audiences effectively.

In essence, the transition from student to marketing professional presents both opportunities and challenges. How Marketing Management graduates respond to the demands of the industry—through innovation, adaptability, and lifelong learning—will ultimately shape their success and their contributions to the ever-changing marketing landscape.

Conclusions

The findings of this tracer study reveal that graduates of the BSBA Marketing Management program of Monkayo College of Arts, Sciences, and Technology (MonCAST) demonstrate a relatively high employment rate, with 84.6% of the traced respondents now employed. However, while most have entered the workforce, only 74% are employed in jobs related to their field of study, indicating a moderate alignment between academic preparation and actual job placement. Male graduates showed a higher employment rate but were more likely to be working in unrelated fields, while female graduates had better alignment with their course. The majority of graduates are employed in the private sector and are under contractual arrangements, reflecting limited access to stable or permanent positions.

Financial considerations, particularly salaries and benefits, were the most influential factor in job retention, outweighing the relevance of the job to their academic background. Moreover, most graduates have yet to take eligibility examinations or pursue further studies, which limits their professional growth and competitiveness. The occupational classification data revealed that the majority are in service-oriented roles, with only a small percentage occupying professional or managerial positions.

Graduates also expressed the need for institutional improvements, such as expanding course offerings, enhancing facilities, and strengthening industry-academe partnerships. Additionally, the suggested new programs such as Entrepreneurship, Office Administration, and Public Administration highlight the demand for broader academic and career pathways. Overall, the study underscores the need for continuous curriculum

development, stronger graduate support services, and enhanced linkages with industries to better prepare students for a rapidly evolving job market.

Recommendations

Based from the findings and conclusions drawn, the following recommendations are offered:

1. **Enhance Curriculum-Industry Alignment**. Strengthen alignment between the BSBA-MM curriculum and current market demands by regularly consulting industry experts, alumni, and employers to update course content, particularly in digital marketing, entrepreneurship, and analytics.

2. **Expand Career Guidance and Job Placement Services.**

   Strengthen career services, including job fairs, resume and interview preparation workshops, and alumni mentorship programs to support smoother transitions from school to employment and improve job relevance.

3. **Foster Industry-Academe Linkages for OJT and Employment.**

   Develop stronger partnerships with businesses, marketing agencies, and government offices to provide meaningful OJT placements, internship programs, and employment pipelines for graduates.

4. **Support Graduate Employment Initiatives.**

   Collaborate with local colleges like MonCAST to create programs that promote graduate employment, such as LGU-sponsored apprenticeships, business incubation hubs, and start-up funding for marketing graduates interested in entrepreneurship.

5. **Build a Strong Alumni Tracking and Engagement System.**

   Maintain an updated alumni database and use it to track employment outcomes, gather feedback, and mobilize support for institutional programs.

6. **Organize Continuous Professional Development (CPD) Activities**

   Provide short-term seminars or workshops for alumni on topics such as digital marketing tools, branding strategies, and business planning, which are essential in the modern marketing landscape.

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