

A TRACER STUDY ON THE BSBA MARKETING MANAGEMENT DEPARTMENT GRADUATES OF BACOLOD CITY COLLEGE

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Abstract

This graduate tracer study assessed the employability and career patterns of Bachelor of Science in Business Administration Major in Marketing Management graduates of Bacolod City College for the Academic Year 2023-2024. Using descriptive quantitative research design, total enumeration was employed to survey 70 graduates. Key findings revealed a high employment rate with 77.14%, the top three industries were Business Process Outsourcing (27.78%), Wholesale and Retail Trade (24.07%), and Financial Intermediation and Hotel and Restaurant (9.26%), respectively, and then 2.86% owned businesses. 58.06% of the employed graduates secured regular or permanent positions. A high number of graduates with 68.52% obtained employment before or within one month after graduation, indicating an effective academic-to-work transition. Next, 80% of employed graduates remained in their first job, which indicates a high job stability due to favorable salaries, benefits, and bigger opportunities for career growth. Lastly, the majority (77.14%) affirmed the relevance of the BSBA curriculum to their employment. The most frequently applied competencies in the workplace are communication, multitasking, and problem-solving skills, which they agreed were taught in college. However, a small portion of graduates remained unemployed, primarily due to limited job opportunities. Overall, the findings suggest that the program is very effective in preparing graduates for the labor workforce. Recommendations include continuous curriculum enhancement to align with industry trends, strengthened industry relationships, emphasis on broader skill sets, and improved career placement initiatives to further increase graduate employability, job alignment, and workforce readiness.

Keywords: *Graduate tracer study; BSBA marketing management; local college*

Academic Profile

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Readiness.”

Menchie Mestre-Cuenca, PhD, LPT is the Dean of the College of Business and Office Administration at Bacolod City College. She holds a Doctor of Philosophy degree and is a Licensed Professional Teacher. Her expertise lies in academic leadership, business education, and program development. She co-authored the study “*Evaluating the Internship Performance of Bachelor of Science in Business Administration major in Marketing Management Graduates for AY 2023–2024: An Indicator of Employment Readiness,*” which highlights her commitment to advancing research on student outcomes and employability.

Introduction

The preparation of the higher education programs for their graduates is a significant metric for a dynamic, competitive labor market amid rapid economic and technological advancement. HEI’s capacity to prepare its graduates is a critical measure of success in a highly competitive, technologically advanced global economy where underemployment and unemployment, skills mismatch, and academic and industry gap are among the persistent challenges confronting higher education graduates, especially those who belong in local colleges and universities (Villasin & Litob, 2024).

The conduct of a tracer study helps colleges and universities in providing valuable insights into graduates' academic progress, employment status, and career pathways. It is essential for evidence-based decisions on program enhancement and curriculum development. It is a mandate of the Commission on Higher Education (CHED) and a requirement for institutional accreditation to continuously improve teaching approaches and deliver quality education that effectively develop graduates' competencies and skills.

The present study aims to conduct an initial one-year post-graduation survey of BSBA Marketing Management graduates for Academic Year 2023-2024. Specifically, it seeks to determine: (a) demographic profile, (b) employability, (c) employment journey, and (d) relevance of the curriculum to their first and present jobs. Securing entry-level roles within 1 year of graduation is an essential indicator of the program’s effectiveness and helps identify gaps between theoretical academic preparation and industry expectations.

Findings from this early assessment will serve as a foundational baseline for future, more comprehensive tracer studies. They will immediately inform key stakeholders about the program’s initial success in cultivating graduates’ employability and workforce readiness.

Literature Review

A tracer study conducted by Natividad et al. (2023) examined BSBA Marketing Management and BS Entrepreneurship graduates of Nueva Ecija State University, who reported generally high employability with employment rates of 64.29% and 76.47%, respectively, primarily employed in marketing, sales, and logistics roles, and more likely to



occupy managerial positions. Their graduates expressed satisfaction with their academic training. Hence, they acquired strong competencies in communication, human relations, critical thinking, and information technology. Similarly, a tracer study conducted by Villasin & Litob (2024) among BSBA-Marketing graduates in Kapalong, Davao del Norte, found an employment rate of 88.11%; most graduates secured employment within 1 to 3 months after graduation. Furthermore, Estrellado et al. (2025) conducted a tracer study of their BSBA-Marketing Management graduates from Rizal Technological University, which revealed a high level of employability within six months of graduation and demonstrated notable career advancement over time. Their graduates emphasized the importance of critical thinking, problem-solving, communication, and interpersonal skills in their employment. These studies highlight the importance of curriculum enhancement focused on sales, customer service, sales promotion, and advertising; building career services and practical skills development; and strengthening industry linkages to better align graduate competencies with the evolving demands of the marketing industry.

These support the study by Lopez & Silva (2022), which expects the employability skills of the modern workforce to advance in technical areas such as critical thinking, adaptability, and communication. Also, it focuses on human capacity, as reported by Deloitte Global Human Capital Trends (2022), which stresses the need for a resilient, proficient workforce capable of navigating continuous market disruptions. To effectively respond to these industrial shifts, HEIs must establish a systematic process for assessing their educational outcomes against current market demands. Changes in digital technology, consumer behavior, and global market trends are factors in the evolution and progress of the marketing management field. As such, the skills required for success in this profession are not static. Therefore, to ensure their academic offerings align with these industrial demands, higher education institutions must systematically assess their outcomes.

Research Method

Research Design

The researchers used a descriptive quantitative research design to look into the career experiences and job status of graduates with a BSBA in marketing management. Because it focuses on characterizing the population's and the phenomenon's features without changing factors or establishing cause-and-effect linkages, the descriptive technique is suitable for this research. Since the primary goal of a graduate tracer study is to systematically collect and report factual data on graduates' experiences after graduation, this approach is ideal for such studies.

Respondents



The respondents of the study are the BSBA Marketing Management graduates of Bacolod City College. To ensure that every graduate was surveyed, the study employed total enumeration. There were 70 graduates of Academic Year 2023-2024, and 100% responded to the survey.

Research Instrument

The primary research instrument used was the Graduate Tracer Study (GTS) form officially prescribed by the Commission on Higher Education (CHED). The form has a comprehensive structure that covers graduates' educational attainment and development, employment status, career progress, and skills acquisition.

Statistical Treatment of Data

The data gathered for this quantitative study were processed and analyzed using descriptive statistics to summarize key findings and clearly present the alumni's demographic information and professional outcomes. Specifically, frequency was used to determine the absolute count of respondents within each variable category, and percentages were computed to show the proportional breakdown of the responses.

Data Collection Procedure

The Commission on Higher Education Department (CHED)-approved Graduates Tracer Study questionnaire served as the data collection tool for this investigation. The demographic profile, educational history, and employment details of the graduates are all included in this questionnaire. The College President's office first approved the study, and then the heads of the departments where it was carried out gave their formal agreement. The registrar was then asked for a list of all 70 BSBA MM graduates for the 2023–2024 academic year. The survey questionnaires with the attached letter were distributed to the participants, and a follow-up phone call or message was made afterwards to retrieve the completed questionnaires. To organize and analyze the data, descriptive statistics were used, which included frequency counts, percentages, and rankings, to examine the respondents' profiles, employment data, and acquired skills.

Ethical Considerations

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This research process will strictly adhere to the ethical guidelines to protect all participants. Before data collection, the purpose of the study and the research process were explained to the participants, and they signed an informed consent form confirming their voluntary participation. It was also emphasized that they have the right to withdraw at any time without penalty. To maintain confidentiality and anonymity, all submitted responses will be coded, and personal identifiers will be stripped from the raw data; only aggregate conclusions will be reported in the final document. For data protection, all research materials will be kept in a password-protected digital repository accessible exclusively to the principal researchers. Furthermore, the study is designed to be non-intrusive and non-harmful, to use the findings to benefit the program and future students. The complete research protocol will be submitted to the Institutional Ethics Review Committee for final review and approval before the data collection starts.

Findings and Discussion

Demographic Profile of the Respondents

Table1:

Demographic Profile of the Graduates

Demographic Profile	Frequency	Percentage
Age		
21-25 years old	62	88.57%
26-30 years old	7	10%
31-35 years old	0	-
36 -40 years old	0	-
41-50 years old	0	-
Sex		
Male	10	14.29%
Female	51	72.86%
Civil Status		
Single	67	95.71%
Married	2	2.86%
Separated	0	-
Single Parent	0	-
Widow or Widower	0	-
Year Graduated		
2024	70	100%

*n=70



Table 1 shows the profile of the respondents regarding age, sex, civil status, and year graduated, with the majority of the population aged 21-25 years, females, and singles. The questionnaire is intended solely for graduates of the 2023-2024 academic year.

Table 2

Distribution of Graduates According to Employability

Employability	Frequency	Percentage
Yes	54	77.14%
No (Self-employed)	2	2.86%
Unemployed	9	12.86%
Never employed from date of graduation until now	5	7.14%

* $n=70$

The table shows the total number of respondents who are presently employed. Of 70 respondents, 54 (77.14%) were employed. On the other hand, 2 or 2.86% were self-employed, 9 or 12.86% were unemployed, and 5 or 7.14% had never been employed since graduation. It shows that a significant number of graduates were employed after they graduated.

Table 3

Distribution of Graduates According to Employment Status

Employment Status	Frequency	Percentage
Regular or Permanent	36	58.06%
Temporary	4	6.45%
Casual	3	4.84%
Contractual	11	17.74%
Self-Employed	2	2.86%
Unemployed (as of the present time)	9	13%
Never Employed	5	7%

* $n=70$

The data revealed that 36 respondents — 58.06% of the total graduates — are regular or permanent employees, indicating that many newly graduated students have secured steady



employment in their current positions. 11 or 17.74% were contractual, 4 or 6.45% were temporary, and 3 or 4.84% were casual, giving a total of 54 or 77.14% of graduates employed. Meanwhile, 2% or 2.86% are self-employed or own their own business. Lastly, 9% or 13% of graduates are still unemployed, and 5% or 7% have never been employed since graduation.

Table 4

Industry Presently Employed

Table 4 shows that out of 54 employed, the top four industries in which BSBA were employed are the following: 15 respondents or 27.78% were presently in the business process outsourcing, 13 or 24.07% were employed in the wholesale and retail industry, 5 respondents or 9.26% in the hotel and restaurant industry, and financial intermediation. The graduates were also employed in the electricity, gas, and water supply industry, where 4 (7.41%) were.

This distribution shows that a significant number of respondents are entering the BPO and wholesale/retail industries, which currently have the largest workforce distribution in the country. According to the Philippine Statistics Authority, as of June 2025, the service sector, which includes business process outsourcing, financial intermediation, hotels and restaurants, and transport, storage, and communication, has the highest employment share; second is the agricultural sector; and third is the industry sector (2025). Moreover, the Wholesale and Retail Trade; Repair of Motor Vehicles and Motorcycles sub-sector is among the top three sub-sectors with the highest employment (PSA, 2025).



Industry Presently Employed	Frequency	Percentage
Wholesale and Retail Trade	13	24.07%
Real Estate, Renting and Business Activities	3	5.56%
Financial Intermediation	5	9.26%
Business Process Outsourcing	15	27.78%
Hotels and Restaurants	5	9.26%
Manufacturing	0	
Health and Social Work	1	1.85%
Transport Storage and Communication	2	3.70%
Other Community, Social and Personal Service Activities	0	
Education	0	
Private Households with Employed Persons	0	
Agriculture, Hunting, and Forestry	0	
Information and Communication Technology	1	1.85%
Electricity, Gas, and Water Supply	4	7.41%
Public Administration and Defense; Compulsory, Social Security	3	5.56%
Entertainment	1	1.85%

* $n=54$

The findings imply that the presence of the graduates in these sectors reflects the alignment of their competencies with service-oriented industries. Meanwhile, the employment of BSBA graduates in other sectors suggests that they are adaptable to specialized industries and employable across sectors.

This suggests that the program shall continuously integrate industry-relevant skills in the curriculum, emphasizing customer relations, digital literacy, and financial management.



The program shall further collaborate with these industries to ensure that graduates remain competitive and responsive to labor market needs.

Table 5

Duration of Getting Hired on the First Job

Duration of getting hired on the first job	Frequency	Percentage
Hired before graduation	16	29.63%
Less than 1 month after graduation	21	38.89%
1 month to less than 6 months	17	31.48%
6 months to 1 year	4	7.41%
more than 1 year	1	1.85%
not yet employed after 1 year	2	3.70%

*n=54

Regarding how long it took graduates to secure their first job, results revealed that among the 54 employed graduates, the majority — 21 respondents (38.89%) — reported being hired less than 1 month after graduation. Most of them were absorbed by the companies where they completed their practicum, while others benefited from the school's career placement initiatives, such as career fairs held before graduation. Next, 17 or 31.48% were hired 1 to 5 months after graduation, and 16 or 29.69% were hired before graduation, primarily due to their part-time or regular student status. This explains the number of students who had gained employment even while completing their academic requirements at Bacolod City College.

These findings highlight the strong employability of BSBA graduates, with the majority securing employment within a short period before or after graduation. It shows that practicum programs, industry-academe partnerships, and career placement activities bridge the gap between academic preparation and labor-market entry. Therefore, the Program shall continue to strengthen its industry linkages to sustain and monitor the employment turnaround of BSBA graduates. Also, the number of students who were already employed while studying suggests that Bacolod City College serves a student population capable of balancing work and academics. According to the Commission on Higher Education (CHED), 8% of the total college population in the Philippines are working students seeking financial independence and significant work experience.

Table 6



Stayed on their First Job

Stayed on their first job	Frequency	Percentage
Yes	43	80%
No	9	17%
Not yet employed (1 year after graduation)	2	4%

* $n=54$

Among the 54 employed graduates, 43 (80%) reported staying in their first job, while 9 (17%) did not remain in their initial employment, and 2 (4%) were not employed one year after their graduation. These results show that the majority of BSBA graduates demonstrated stability in their first employment, suggesting that graduates were generally well-prepared and well-matched to their jobs, which reflects positively on the curriculum and training provided by the Program. The 17% who did not stay in their first job left for various reasons. On the other hand, the two graduates who were not employed 1 year after graduation are seeking employment near their residences.

Table 7

Reason for Staying on the Job

Reasons for Staying on the Job	Frequency	Percentage	Rank
Salaries and Benefits	22	51.16%	1
Career Challenge	8	18.60%	2
Related to Course or Program of the Study	5	11.63%	3
Family Influence	3	6.98%	4
Related to Special Skills	2	4.65%	5
Proximity to Residence	2	4.65%	5
Other reasons	4	9.30%	

* $n=43$

Among the 43 respondents who answered that they stayed in their first job, the top three reasons for staying were the company's salaries and benefits, and career challenges. The



job is related to business administration, where 22 (51.16%)%, (18.6%), and 5 (11.63%) responded, respectively.

Notably, 6 out of 22 respondents in the Business Process Outsourcing (BPO) industry confirmed that the company's salaries and benefits were the primary factor that encouraged them to stay. This finding supports the view that compensation packages remain a strong motivator for job retention, not just in the BPO industry but also in other sectors. Meanwhile, the eight respondents who answered "career challenge" because they are in supervisory positions, and some of them are in the finance department, suggesting that opportunities for professional growth also contribute to job retention and satisfaction.

In contrast, according to Monzon's report in *Inquirer News* (2023), the voluntary employee attrition rate in the Philippine BPO sector was 19%, with the top three reasons being low compensation, limited career growth, poor management, and work-life balance.

These results imply that BSBA graduates are capable of maintaining stable employment, indicating a relatively favorable trend: 80% of graduates stayed in their first job from the time they graduated or before. The responses pointing to *career challenges* and *job relevance* emphasize the need for the Program to continue developing skills aligned with supervisory and specialized roles, as well as skills that will make them competitive in industries offering attractive benefits.

Furthermore, some graduates stayed in their jobs because the BSBA curriculum's alignment with industry highlights the importance of curriculum relevance. Hence, the Program shall continue industry-academia collaboration and curriculum updates to ensure graduates are prepared for roles aligned with their degree.

Table 8

Reasons for Unemployment

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Reasons for Unemployment	Frequency	Percentage	Rank
No Job Opportunity	6	42.86%	1
Prefer not to mention	3	21.43%	2
Family concerns and decided not to find a job	2	14.29%	3
Advanced or further study	2	14.29%	3
Applying to for another job	1	7.14%	4
Health-related reason(s)	0		
Lack of work experience	0		
Currently applying for a new job	0		

*n=14

Table 8 shows that the most common reason cited by unemployed graduates was a lack of job opportunities, with 6 (42.86%) of 14 unemployed and never-employed graduates citing this reason. This aligns with the findings of a tracer study conducted by Natividad et al. (2024) at a state university in Nueva Ecija, where *no job opportunity* also emerged as the leading reason for unemployment. The result suggests that, despite completing their degrees, they may still be facing a job mismatch, limiting their opportunities.

The second most common response, with three graduates (21.43%), is that they prefer not to mention the reason, citing personal and sensitive reasons for their choice. Next, “family concerns and deciding not to find a job” and “advanced or further study” were chosen by 2 (14.29%) graduates, respectively. Also, the results of Nueva Ecija University show that the 2nd most common reason is family concerns. This finding suggests that some graduates may have prioritized family responsibilities and obligations rather than immediate employment. In addition, the other two graduates reported pursuing further studies rather than entering the labor force right away. This suggests that graduates choose to upgrade their skills through training and will seek employment upon completing it. Another response has been looking for a job until now. Notably, no respondents cited health-related reasons or lack of work experience.

The findings imply that while many BSBA graduates are employable, limited job opportunities remain and pose barriers to employment for some. Hence, it is suggested that career placement programs, industry linkages, and mentoring programs be strengthened to address this gap. A flexible support system, such as career guidance, a work-readiness program, and alternative career pathways, to support graduates with different needs.

Table 9

.Distribution of Graduates According to Reasons for Program Selection



Reasons for Taking the Course	Frequency	Percentage	Rank
Affordable for the family	18	16.07%	1
Prospect for immediate employment	18	16.07%	1
No particular choice or no better idea	17	15.18%	2
Strong passion for the profession	14	12.50%	3
Good grades in high school	12	10.71%	4
Influence of parents or relatives	11	9.82%	5
High grades in the course or subject area(s) related to the course	9	8.04%	6
Opportunity for employment abroad	5	4.46%	7
Peer Influence	4	3.57%	8
Inspired by a role model	2	1.79%	9
Prospect of attractive compensation	2	1.79%	10

**multiple responses*

Table 9 shows that among the 11 reasons provided, the top 3 reasons graduates chose the BSBA-Marketing Management program at BCC are its affordability: they believe that enrolling in this program will lead to immediate employment and that they can easily find a job, unlike in other programs. Second, since they are aiming to study in an affordable school, there are limited courses offered at BCC; hence, they have no particular choice but to choose a course. Landing in the third rank is the “Strong passion for the profession”. Marketing graduates have a strong passion for this profession because of the course's versatility. They believe this course will equip them with knowledge and skills that can be applied across various roles in industries such as retail, corporate, BPO, and marketing.

The results above further validate the reason, as evidenced by the tracer study recently conducted by Estrellado, J. E., Austria, C., & Gregorio, J. L. (2025) at Rizal Technological University, a state university in NCR that also offers the BSBA Marketing Management Course. The studies highlight that the *influence of parents/relatives, a strong passion for the profession, family affordability, and the prospect of immediate employment* are observed in two institutions. This consistency suggests that public higher education institutions should strengthen their programs to provide easy access to education while offering improved courses to more students.

The results imply that most of the respondents prioritize affordability and accessibility. The local college offers an opportunity to the aspiring students who may not



have the means to enter expensive institutions. Next, the preference in the BSBA program, because they believe it will lead them to immediate employment, may also suggest that the Program should remain competitive, relevant, and aligned to industry demands to serve its purpose as a stepping stone to employment.

Table 10

Top Three Competencies Learned in College Applied in Employment

Competencies	Frequency	Percentage	Rank
Communication Skills	42	25.45%	1
Multitasking Skills	27	16.36%	2
Problem-Solving Skills	21	12.73%	3
Critical Thinking Skills	15	9.09%	4
Time Management Skills	14	8.48%	5
Human Relation Skills	12	7.27%	6
Information Technology and Computer Literacy Skills	9	5.45%	7
Entrepreneurial Skills	4	2.42%	8
Organizational Skills	8	4.85%	9

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Table 11

Relevance of the Curriculum to their First Job

Relevance of the Curriculum to their First Job	Frequency	Percentage
Yes	47	67.14%
No	9	12.86%
Not Applicable	14	20%

The table shows the response of Marketing graduates when asked if the curriculum is relevant to their employment. A total of 47 respondents (67.14%) affirmed that the curriculum is relevant to their first job. This positive response indicates that the competencies and practical and theoretical knowledge learned while still studying align well with the demands and expectations of their first employment and effectively prepare them for the workforce. However, nine respondents (12.86%) expressed disagreement, stating that the curriculum was not relevant to their first job. According to them, they entered roles outside marketing or acquired positions that did not utilize the technical knowledge and skills learnt in the program. This may suggest potential gaps in the alignment between the curriculum and industry to prepare students for broader, non-marketing roles where transferable skills may be crucial. There is also a need to strengthen training in cross-functional skills such as digital literacy, communication, and problem-solving. Furthermore, 14 respondents (20%) stated that it was not applicable due to their non-employment status during the survey period, which suggests that the institution should expand its career system, strengthen industry linkages, and provide employability skills training to increase graduates' chances of securing jobs after graduation.

Overall, the high percentage of respondents affirming the curriculum's relevance is a positive indication of the program's effectiveness in preparing students for their careers. On the other hand, respondents who found their education less relevant to their actual jobs will help in improving the BSBA program through continuous curriculum review, integration of



industry trends, and an intensified internship program, which ensures that graduates are prepared not only for traditional marketing and administrative roles but also provide them with transferable skills that allow them to be versatile and competitive.

CONCLUSIONS

The tracer study of BSBA Marketing Management of Bacolod City College graduates for AY 2023-2024 provides significant data on their (a) demographic profile, (b) employability, (c) employment journey, and (d) relevance of the curriculum to their first and present jobs.

The findings revealed that the graduates came from different demographic backgrounds. However, they are mostly between 21 and 25 years old, female, and single. A large portion of the respondents chose the program for affordability and the opportunity for immediate employment. In contrast, others were motivated by a passion for the profession, reflecting both economic considerations and interest in a marketing career.

For the graduates' employability, it paints a very positive picture for the BSBA program. The program is effectively preparing graduates for the workforce, with a remarkable 77.14% finding employment soon after graduation. 58.06% of graduates have attained regular or permanent employment in their first jobs, indicating high job security and strong labor market entry. Business Process Outsourcing (27.78%) and Wholesale and Retail Trade (24.07%) are the top industries for employment that align with the BSBA in Marketing Management program.

A deeper look at the data shows that, in graduates' career journeys, a significant portion was hired very quickly: 29.63% found a job before even graduating, and another 38.89% were hired within a month of graduation. This means that a combined 68.52% of graduates were employed within a month of completing their degree, highlighting the program's strong connection to the job market. What is particularly encouraging is that 80% of those who found a job remain in their first position, suggesting they feel well-matched and satisfied with their roles. This stability is primarily attributed to salaries and benefits (51.16%) and the presence of career challenges (18.60%). However, a few areas for improvement were identified: a small group of graduates is still struggling to find work and remain unemployed; the most common reason cited was a lack of job opportunities (42.86%). Second, others feel that the curriculum is not as relevant to their jobs as it could be. This feedback points to specific opportunities for the program to enhance its effectiveness.

The curriculum's relevance to the graduates' first jobs was affirmed by a strong majority of respondents (77.14%). The most frequently applied competencies in the workplace were Communication Skills (25.45%), followed by Multitasking Skills (16.36%), and Problem-Solving Skills (12.73%). The findings suggest that the program is effective in preparing graduates with essential, transferable skills. This highlights the importance of the curriculum's continued alignment with industry demands, particularly in service-oriented sectors.

The tracer study of the BSBA Marketing Management graduates from Bacolod City College for the AY 2023-2024 yielded substantial data across four key areas: demographic profile, graduate employability, career entry timelines, and the curriculum's practical relevance. The



graduate pool primarily consisted of single females aged 21 to 25, with motivations for program choice split between affordability, the prospect of immediate employment, and a genuine passion for the profession. The data presents a very positive outlook for the BSBA program's efficacy, with 77.14% of graduates securing employment shortly after completing their degrees. Demonstrating strong labor market entry, over half of these employed alumni (58.06%) achieved regular or permanent status in their first roles, primarily in Business Process Outsourcing (27.78%) and Wholesale and Retail Trade (24.07%). Analyzing career entry shows a remarkably rapid transition: 68.52% were employed within 1 month of graduation, underscoring the program's strong alignment with market demand.

Furthermore, job stability is high, with 80% remaining in their first position, mainly attributed to favorable salaries and benefits (51.16%). Regarding the curriculum's practical application, a strong majority of respondents (77.14%) affirmed its relevance to their initial jobs. This affirmation is evidenced by the competencies most often applied in the workplace: Communication Skills (25.45%), Multitasking Skills (16.36%), and Problem-Solving Skills (12.73%), confirming that the program effectively equips graduates with essential, transferable skills. However, a minor area for improvement was noted, as a small group remains unemployed, primarily due to a perceived lack of job opportunities (42.86%).

LIMITATION & FURTHER RESEARCH

Scope

The goal of the current graduate tracer study is to learn more about the experiences of graduates of the BSBA Marketing Management program. A single cohort of graduates from AY 2023-2024 will be the subject of the study, which is specifically designed to look at their experiences in the year after graduation. Their professional path, employment position, demographic profile, and the perceived value of their academic program are the main variables of interest.

Limitation

There are various restrictions on the study's conclusions. First, the findings may not reflect other academic programs or graduating classes, as they are limited to the BSBA Marketing Management cohort from the selected year. Second, the study's conclusions rely on the participants' response rate. Third, the information is self-reported, which could affect the accuracy of the answers due to social desirability or recollection bias. Last but not least, the study's temporal scope is restricted to the first year following graduation; as a result, it does not consider long-term career trajectories or the ongoing usefulness of education.

The conclusions drawn from this research are subject to several restrictions. First, the findings are confined solely to BSBA Marketing Management graduates from the selected year and may therefore not reflect outcomes from other academic programs or different graduating cohorts. Second, the reliability of the study's findings is dependent on the level and representativeness of the participant response rate. Since data are self-reported, the



accuracy of their responses could be compromised, for example, by a desire to present themselves favorably (social desirability bias) or by inaccuracies in recalling past events (recall bias). Finally, the time frame examined is limited to only the first year post-graduation; consequently, the research does not capture data regarding long-term career growth or the sustained value of the educational curriculum over an extended period.

Longitudinal research employing mixed methods and triangulated data sources is recommended to examine long-term career trajectories, validate self-reported outcomes, and assess the relevance of the curriculum over time.

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