A DIAGNOSTIC TOOL TO TEST THE GENERAL AWARENESS OF MARKETING AMONG STUDENTS WHO WISH TO PURSUE A CAREER IN THE FIELD OF MARKETING
(A PRODUCT BY MBAtrek)

Submitted for partial fulfillment of the requirements for the award of

Master of Business Administration

By

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SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)
Accredited with Grade "A" by NAAC I 12B Status by UGC I Approved by AICTE
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Bonafide Certificate

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In appreciation for successfully completing her Final year project & also simultaneously working as a Marketing Intern at MBAtrek Private Limited from 11th August 2020 to 1st March 2021.

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DECLARATION

I, SOUNDARYA B (Register no: 39410206), hereby declare that the Project Report entitled “A Diagnostic tool to Test the General awareness of Marketing among Students who wish to Pursue a career in the Field, (A product by MBAtrek)” done by me under the guidance of Dr. Palani .A, Internal Guide and Ms. AYUSHI GUPTA, External Guide at MBAtrek Private Ltd, is submitted for partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE: Chennai **SIGNATURE OF THE CANDIDATE**

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ABSTRACT:

Marketing careers have always been abundance anytime, be it on an inflated or a deflated economy. It is a fast-paced and an exciting industry. It is perfect for people who are efficient, decisive and strategic. The problem lies is finding the right path in the marketing field. Students find it difficult to assess their strengths and weakness and even entry level professionals find themselves in wrong roles. Hence, a diagnostic tool is created based on several studies in different aspects of marketing like communication marketing, Product marketing, Brand marketing and Consumer marketing.

Also this tool focuses on Decision Making, the important trait of a marketer. The tool leaves its users with scores on specific segments and feedback on how to improve skills to acquire right jobs in the marketing industry. A study has been conducted to understand users perspective of the tool. 104 marketing students and 96 entry level professionals from Chennai have been asked to use the tool and fill a satisfaction survey on the same. The students and entry level professionals have found the tool to be useful for identifying their career path.

This tool opens up a path for further research in other branches of business like Finance, HR etc.

***Keywords**:* marketing, tool, segments, Chennai.

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CHAPTER 1: INTRODUCTION

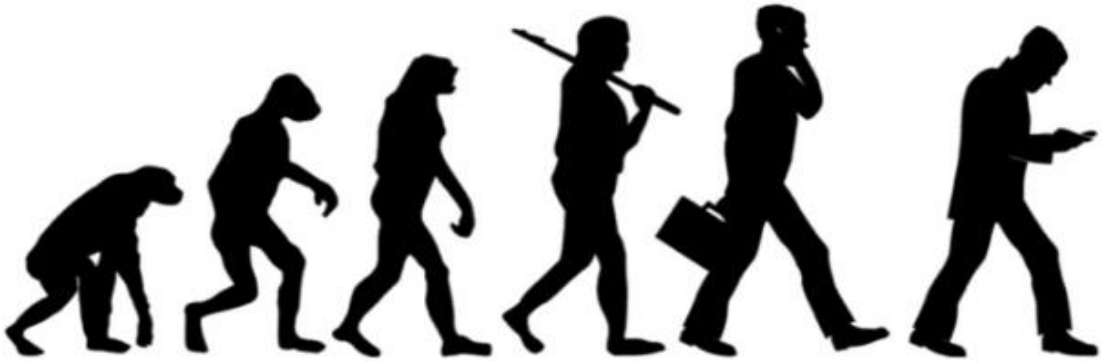
1.1. INTRODUCTION

1.1.1. HISTORY

While the number of jobs in the marketing field will continue to increase over time, today's marketing landscape does not guarantee that a recent marketing graduate will obtain an entry-level job in marketing. To say that there is a "conventional career path" to become a marketing executive would be a stretch, but there is a rough outline of what one could expect when climbing the career ladder.

Of course, salary estimates depend on your experience and the particular brand or agency (and size/industry) you are working for.

What Will My Salary Look Like?



Level	Specialist/ Coordinator	Manager	Director	VP	C-Suite
Responsibilities	Manage a wide range of marketing processes	Establish and maintain marketing strategies	Focuses on marketing strategy	Promote the company's products and services	Responsible and the head for all areas of marketing
	Perform a variety of duties and interact with multiple departments	Evaluate market conditions, data on customers and competitors in order to implement marketing changes	Look at realistic market segments to target and show fulfillment of business goals	Work with the heads of other departments and aim to be superior to the competition	Oversee planning, development & execution of all initiatives
	Great position to learn all about the different aspects of marketing	Plan, direct and coordinate marketing policies	Increase purchase intention and excitement of prospective customers	May interview, hire, and train staff and act as a spokesperson for the company	Generate revenue through successful marketing

1.1.2 CURRENT SCENARIO

Freelance content creators, marketing, social media and digital marketing, cyber security and specialized engineering roles will present better job opportunities and emerge as the top five job categories in 2021, according to LinkedIn.

LinkedIn's 'Jobs on the rise' list includes 15 fast growing jobs, and aims to help professionals, especially those who may have lost their jobs during the pandemic, know about the employment landscape. These categories have seen the highest year-on-year growth rates in hiring, based on LinkedIn data between April and October.

Top of the list are content creators, who use creative storytelling skills to produce entertaining content such as podcasts, Youtubers, bloggers and content coordinators are expected to grow. With India expected to have over 760 million Smartphone users in 2021, demand for local and relevant content is only going to grow in 2021.

YouTube is the country's most popular digital platform with an 82% penetration rate. India also has a burgeoning podcast scene and is currently the third-largest podcast-listening market, according to a report by KPMG. As new ways to monetise this content emerges, demand for those who can produce captivating stories will only grow.

"Digital transformation has continued to drive all industries, and both, tech and non-tech roles have shifted to meet the needs of a new collaborative, remote work culture. The List shows us that audience builders and content creators are key to brands, HR continues to be at the heart of all operations, user and customer experience are critical in the new online world of service, and emerging tech, especially ed-tech, continues to boom," said Ruchee Anand, Director - Talent and Learning Solutions, India at LinkedIn.

Social media and digital marketing roles are growing as brands need to connect with a rapidly growing market. This is fuelling demand for experts who know how to craft the perfect message to engage customers and drive demand across different social and digital channels.

Cybersecurity and data science roles will continue to rise as data safety becomes a key priority for consumers and organisations alike. Startups, including Zoomcar and Unacademy, saw user data leaked onto the dark web last year, while a data breach at BigBasket hit the privacy of 20 million users. Experts say as remote work becomes more widely accepted now, investment in cybersecurity solutions by organisations is set to pick up.

As EdTech, HealthTech, and FinTech sectors continue to experience a significant digital overhaul, professionals who can pivot to digital-based operations smoothly will be particularly sought after. Finance, education, healthcare, and e-commerce roles are also expected to gain popularity in the job market.

1.2. INDUSTRY PROFILE

Career development is the process of choosing a career, improving your skills, and advancing along a career path. It's a lifelong process of learning and decision-making that brings you closer to your ideal job, skill-set, and lifestyle.

Career Development Services (CDS) works with students during all phases of the career development process. Career Development Services offers a full range of resources and services to assist you in developing the necessary strategies and skills which will distinguish you as a professional.

A career development path provides employees with an ongoing mechanism to enhance their skills and knowledge that can lead to mastery of their current jobs, promotions and transfers to new or different positions.

Essential career development analysis

Marketing is a growing industry. With technology constantly advancing, so are the opportunities to market more effectively. So not only could you be involved with new and exciting marketing techniques, you could also use what you learn to move up within the industry.

Discuss your current stage of career development—what you've learned in relation to where you're headed. Have some fairly specific goals in mind to discuss in terms of your development, other than financial goals. Talk about how you'd like to develop yourself professionally in the specific job you're applying for.

According to a study conducted by the Bureau of Labor Statistics (2012), individuals hold an average of 11.3 jobs between the ages of 18 and 46 years old. While this may be surprising to older generations where it was common for someone to begin and end a career at the same company, many employees see job-hopping as the best opportunity for growth and material gain. Particularly in an environment where the economy has been blamed for a number of pay freezes and lack of budget for career development, employees may feel like the only way to move up is to move on.

There are several tools which will help us identify the right path for users in terms over career.

Career planning tools range in type and cost. Some are independent while others require the assistance of a counselor. Some are free while others cost money. Use these career planning tools to help you find the best career for you:

1. SWOT analysis
2. Career testing
3. Self-assessment
4. Research
5. Community resources
6. Personality tests
7. Career planning process

SWOT analysis - SWOT stands for strengths, weaknesses, opportunities and threats. A SWOT analysis helps you learn about yourself so you can identify a job that fits your skill set. Additionally, a SWOT analysis will identify external factors

that may impact your career choice. Strengths and weaknesses are internal factors while opportunities and threats are external factors. Here are some of the questions you might ask yourself to identify your strengths, weaknesses, opportunities and threats:

- **Strengths:** What skills do I have? What am I interested in? What sort of environment do I thrive in?
- **Weaknesses:** What subjects do I do poorly in? What am I scared of? What do I not enjoy?
- **Opportunities:** In what environment do I work the hardest? How am I best motivated?
- **Threats:** Do I bring any risks to an organization? Why might a company not want to hire me?

An in-depth SWOT analysis can help you determine what benefits you may bring to a potential employer and areas in which you can focus on improving.

Career testing - Many private companies provide career tests to determine what job best suits your personality and qualifications. Some of these cost money and some are free. Often, guidance counselors will administer career tests with high school students to help them decide on career paths before college. Some free career tests may also be found online, but it may be more effective to enlist the help of a career coach for a customized career assessment.

Self-assessment - Self-assessments assume that you know yourself better than any test could. Self-assessments rely on personal reflection to identify interests and skills in a particular field. There are many ways to complete a self-assessment:

- **Writing:** Write about what you picture when you think of a workplace. Are there other people around? Are you outside? What time is it? Use your imagination to determine what your ideal job looks like.
- **Worksheets:** Self-assessment worksheets and workbooks provide questions to guide reflection. These can help you focus your thinking and assist you in identifying what you might like to do as a job.

- **Shadowing:** Ask friends or family if you can shadow them at work for a day. Reflect on what you liked or did not like about their workplace and job duties to help you determine what job is the best fit for you.

Research - Read about different careers and see which ones appeal to you. There are many ways to research career and job opportunities, but the easiest is a tool like Indeed's Career Guide. It allows you to explore many career paths quickly to ascertain what interests you and plot a path to establishing that career.

- **Community resources** - Many communities offer career planning tools through workshops, seminars, websites and publications. Public libraries are an excellent community resource for those interested in career planning. Libraries offer books, magazines and computers for research. Libraries and community centers may also provide community workshops on career planning. Your local county's unemployment office also has a variety of career planning resources.
- **Personality tests** - Personality tests are assessments that identify fundamental aspects of your personality and usually explain how those aspects make you a positive or negative candidate for certain jobs, relationships or activities. The popular Myers-Briggs test helps you figure out your personality type, which helps steer you in the right direction for your career.
- **Career planning process** -If you want to determine what career you should have and the steps it will take to get there, use a career planning process. This is a step-by-step plan formulated to determine your interests, skills, and ideal career. The career planning process will help you determine what education and experience you need to find a job in your chosen career field.

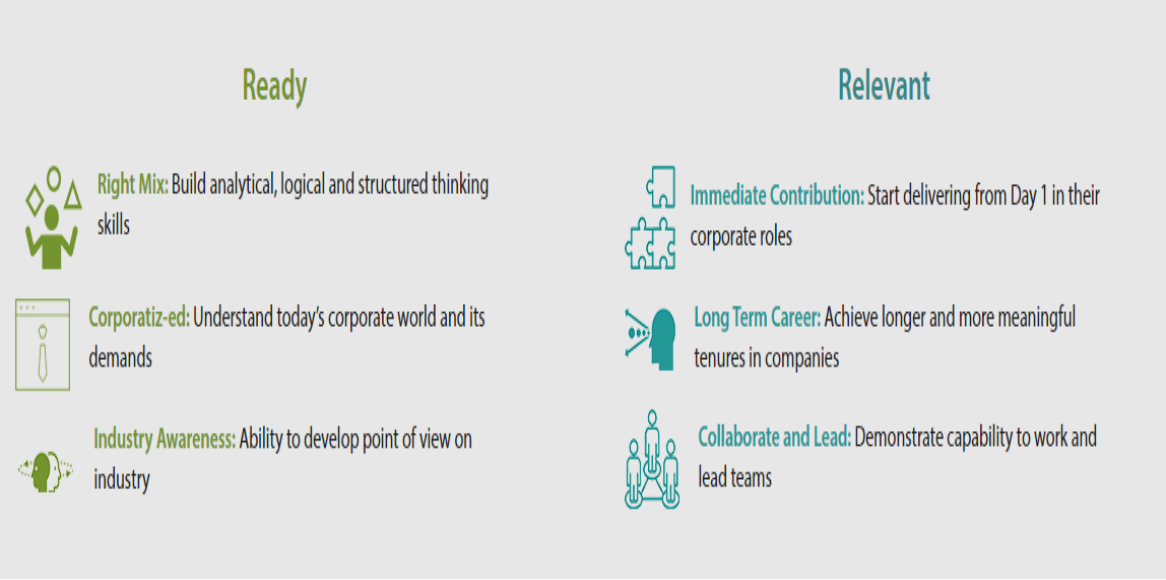
1.3. COMPANY PROFILE

MBAtrek was created when our founders Alok Srivastava and Abhishek Srivastava asked a truly unanswered question:

“Does the eco-system of educational institutions and corporates really transform students into ‘Ready’ and ‘Relevant’ industry executives?”

The overwhelming answer is ‘NO’. In today’s world, companies in any industry are facing a number of challenges:

The expectations from young professionals and graduates have never been higher and the millennial workforce will only succeed in companies if they demonstrate the following attributes.



In addition, there is increasing pressure to work and collaborate in teams, operate in decentralized environments and with a heightened sense of ownership and responsibility. This requires a completely different mindset and set of personality traits which includes:

MBAtrek Transformation Process

After detailed research and meetings with industry associations (including CII), numerous HR experts, seasoned corporate professionals and leaders of educational institutions Alok and Abhishek came up with the idea of a unique platform which addresses the concerns and needs for all stakeholders. This was the rise of MBAtrek.

MBAtrek (ISB-XLRI alum venture) is a career and skill development firm with a core focus to transform students and young professionals into Industry 'Ready' and 'Relevant' executives. Over the last 2 years, Team MBAtrek has traveled to over 150+ campuses all across the country and met each and every stakeholder in the ecosystem. Our numbers are staggering – 25,000+ student career guidance interactions, 750+ student placement coordinators coached, 6,000+ young professionals, and 100+ faculty and institute directors mentored.

1.4. NEED FOR THE STUDY:

Guidance and counseling is an integral and requisite part of any education system and a lot of emphasis should be laid on its implementation to ensure that its roles and objectives are realized. Guidance and counseling provides information in three critical areas: academic, personal/social, and career (Watts, 2010). In secondary school system, this information can help students resolve emotional, social or behavioral problems and help them develop a clearer focus or sense of direction. Effective counseling programs are important to the school climate and a crucial element in improving student achievement and career development (Cheek and Bradley, 2009). Career guidance and counseling services which are components of the guidance and counseling programme are vital activities because one of the long-term goals of education is career placement (McLeod, 2007). If education is to realize this goal, then learners should have appropriate career information and undertake career exploration before making career choices. This aspect of learning can only be effectively handled under the context of guidance and counseling; to create career awareness and career planning that will then influence learners' career decisions (Strong, 2009)

Career guidance help students understand their strengths and weaknesses and then match them with their skills and interest so that they get the best suitable career choice. ... Professional career and college counselling help in narrowing down the options so that finding the right career or college becomes easy.

1.4.1 Difference between career guidance and career counselling

The difference between career guidance and career counseling is that on one hand guidance is assisting individuals in achieving their desired career goals which includes acting as a guide, leading and setting up a course of action, whereas career counseling, not very different from guidance, is a process which helps individuals in knowing and understanding themselves through career assessment tests or psychometric tests.

In the career counseling process, an individual's interests, personalities, abilities and aptitudes are evaluated through a psychometric test, and on the basis of the report generated, the individual is guided towards a particular direction or career path. While career counseling is mostly recommended after 10th/ 12th or graduate level, individuals can go for career guidance at any point in life either to discuss their future goals and career aspirations or to understand the prospects of the career they are currently pursuing or other reasons.

Counselor helps them to understand their capability. They make student to choose the right path not only in marketing but in their respective field they are really good in. They understand strong and weaknesses of a student. After learning students are provide with the job opportunity in digital marketing domain.

Though there are several quizzes and independent counselors, tools helps you develop a primary idea and get a clear vision of their ideal job. This tool is self explanatory and easy – to – use and more than anything the test questions have been developed after extensive studies on past and current marketing cases and decisions in the communications, branding, customer and product industries.

Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably. Professionals in this field are the brains behind all ads and campaigns; and they're responsible for bringing products and services into the public consciousness.

Careers in marketing require knowledge of market research, consumer behavior, sales, visual arts and general marketing. With new products being developed all the time and the economy moving to a global stage, the demand of marketers is at an all time high. A bachelor degree along with an MBA with marketing specialization is recommended for getting high paid marketing jobs. Besides MBA programs, BBM or BBA degree holders can also find various positions in the field of marketing. Top recruiters include companies from across the industry like P and G, ITC, HUL in FMCG, Maruti and Hyundai in Automotive, AC Nielsen in Market Research and Google, LinkedIn and Facebook in the Social Media space. Trending Fields : Digital Marketing, Brand Marketing.

1.5 SCOPE AND SIGNIFICANCE OF STUDY

The scope of the study is to increase the awareness of the marketing industry amongst users and to determine why some are outstanding performers while others are not. Students can make use of the tool to understand what aspects of marketing can be their forte and more importantly help entry level professionals recognize and relate to their workplace better or choose a suitable organization that fits them. This tool gives feedbacks and possible career path which can help users navigate their career in the right direction.

This project attempts to identify the basic understanding of marketing among students who are interested to embark on a career in the same field in various roles (market analyst, sales, advertising, digital and email marketing etc).

This is done using a tool that is an assessment to test the primary situational marketing concepts and assess their ability in this field.

This project addresses the issue of

- Lack of awareness about the various fields in marketing.
- Confusion over work roles in various domains (example – confusion that marketing is primarily only a sales job).
- Lack of clarity among students in choosing their domains in marketing.
- A student’s fit amongst the vast marketing industry.

This research tries to investigate the relationship between the dimensions of logical Intelligence and the job performance of the respondents and thereby to cross check whether the former influences the latter in a positive sense or not.

1.6. OBJECTIVES OF THE STUDY:

PRIMARY OBJECTIVE

To identify the career path that fits marketing students/professional in Chennai using the diagnostic tool created and study their performance by analyzing their inputs and responses to assess the quality of the tool.

SECONDARY OBJECTIVES

- To establish if there is a relationship between the different segments and relevancy of their questions to the users.
- To observe if there is a relationship between scores of users and their professions.
- To understand if the users found the tool relevant in identifying their career path.
- To identify if users have concerns regarding the number of questions in the tool.
- To understand if the features of the tool was satisfying for users.

1.7 LIMITATIONS OF THE STUDY

- This is a preliminary study. It is not tested across the country and hence the overall perception of the tool may vary.
- The tool is only for marketing students and the concepts are curated for business students and any crossover students might find it tough as their basic knowledge on marketing is less than that of students/professionals in this domain.

CHAPTER 2: REVIEW OF LITERATURE

2.1 CONCEPTUAL FRAMEWORK OF THE REVIEW:

Marketing is a fast-paced and exciting industry. It is perfect for people who are efficient, decisive and strategic. You need to have excellent communication skills, which you can learn by taking marketing courses, and you need to be able to relate to almost everyone around you.

It is a dynamic industry

One thing you will learn about your sales and marketing courses is that marketing is a dynamic and vibrant industry. The face of marketing is forever changing, which means that you will not stagnate in your career but will be at the forefront of new and exciting trends.

Online marketing is fast becoming the marketing frontier, and social media is affecting how marketers think about and create campaigns. This dynamic industry will keep you on your toes, as you will need to be completely up-to-date with everything that is happening in the world of sales and technology. This also provides a stimulating and challenging environment, perfect for someone who enjoys learning new things and meeting difficult situations head-on.

You will connect with new people

Being a marketer means that you will be dealing with new people on a regular basis, making it the perfect career for a people-person. Another aspect of marketing is getting your message across to your audience and convincing them to buy your clients' products. This means you have to understand and relate to consumers, too.

Not only will you meet new people to market to, but you will meet interesting clients as well (think along the lines of niche coffee stores, boutique clothing stores and even IT companies). You will need to understand and relate to your clients, so meeting them and getting to know them is part of the job, as you will learn in marketing management courses. It is not an ideal position for a shy or introverted person, so be sure that you are comfortable with meeting new people.

You can use your creativity

If there is one industry where your creativity is used most and is embraced, it is marketing. You will be able to use creative thinking to come up with innovative solutions and campaigns for your clients. Being creative is a major asset to any marketer today.

With technological inventions popping up on a daily basis, such as mobile computing and apps, online advertising, search engine optimisation and RSS feeds the need to think 'out-of-the-box' is higher than ever, and many marketing courses now teach creative thinking as part of their classes. Having a creative mind is not looked down on in marketing, and choosing this career will help to boost your creative genius tenfold.

There are good opportunities for career progression.

Studying marketing courses is just the beginning of your career in the industry. There are two sectors of the marketing industry, namely the client side and the agency side. In the client side, you will be working in the marketing department of a business, NPO or public sector, performing their marketing campaigns.

In an agency setting, you will work for an agency that provides advertising and marketing services to other businesses, and do their marketing for them. When you start out in client services, you will likely be an assistant, but you will find that it is easy to move up the ladder rung-by-rung to the highest level. In an agency, there is a multitude of opportunities to grow from becoming a project leader to being chosen as head of department.

Marketing is vital to all businesses and industries

There are little to no industries and businesses that do not need marketing, which means that you will not battle to find work as a marketer. Marketing is used by both commercial and public businesses and the quality of their marketing can often determine the success or failure of their products and services.

This means that you will be a key player in the marketing of diverse businesses and industries, and you will never run out of work. Your portfolio will contain a

unique assortment of clients and you will find yourself challenged on a daily basis. The sales and marketing industry will never go out of style, it will simply change to match the times and keep ahead of the curve.

Exciting and dynamic

In a marketing career, there is never a dull day. You will find yourself dealing with creating marketing strategies for new clients, posting social media campaigns for a new product, pitching ideas to your bosses and thinking outside of the box every day of the working week. However, you will need to be a people person and able to deal with working under pressure. It is not the choice for everyone, but if you are creative and dynamic then it might just fit you like a glove.

2.1.1 Marketing degrees and selection

Paul Hugstad (1997) addresses the issue of recent declines in the number and quality of marketing majors within business schools. These issues are discussed within the more general context of changing student enrollment patterns and alternative models of student choice of major The development of proactive marketing plans and strategic alliances between marketing departments and other departments and units, both on campus and outside the university, is discussed as a means of more effectively marketing the marketing major.

Priscilla A. LaBarbera; Jeffrey S. Simonoff (1999) tries to explain the findings of a survey of undergraduate students designed to examine the key factors involved in selecting a marketing major. A discussion follows, dealing with the initiatives undertaken by marketing departments at various universities in an attempt to enhance the quality and quantity of marketing majors.

John A. Schibrowsky; James W. Peltier; Thomas E. Boyt (2002) feels that With many business schools paying lip service to the concept of professional training, their article attempts to provide some direction for moving from an academic or liberal-arts-oriented marketing department to a professional marketing program. The transformation to a professional school perspective can be facilitated by marketing programs examining other professional schools to identify how these programs differ from their current programs. A professional school approach to marketing education meets the needs of both students and employers while

providing the department with a comparative advantage as the business education environment becomes more competitive and challenging.

R Ibrahim, P Wambiya, PJO Aloka, PA Raburu (2014) analysed The study and investigated the status of career awareness among public secondary school students in Marsabit Central district, Kenya. The study adopted descriptive survey design. The target population of students was 2,259, nine guidance and counselling teachers. 250 students in the district were selected using stratified sampling technique. Six guidance and counselling teachers representing 67% of the 9 guidance and counseling teachers in the district were also randomly selected for the study. The researcher used questionnaires and interviews to elicit information from students and interview schedules to collect data from counseling teachers and principals. The findings indicated that, students' career awareness had significant relationship with students', (Ƶ2=56.250, df=49, p=0.001) career decisions. That is, the students who were aware of careers were able to make career decisions, while those who were not aware of careers had difficulty making career decisions. This implies that effective career guidance and counseling could help students to be aware of careers and this enabled them to be able to make right career decisions. The study recommended that school counselors should provide a systematic approach to helping all students with the decision making process, to understand; themselves and to develop appropriate goals through the interpretation of standardized test results and course performance.

Mustafa Özbilgin ,Fatma Küskü andNihat Erdoğmuş (2007) explores the micro-individual, meso-institutional and relational and macro-structural level influences on career choices of MBA students from three countries, questioning the apparent dominance of 'free choice' in the context of persistent forms of structural constraints in career markets. The paper takes a critical perspective on career 'choice', acknowledging the contested nature of 'choice' and identifying career as a socially and historically situated phenomenon. The central hypothesis of the study is that 'it is more likely for the MBA students to report micro-agentic or meso-instutional and relational rather than macro-structural conditions as key influences on their career choices'. The study draws on the findings of a cross-national survey on careers involving Britain, Israel and Turkey. Findings show that MBA students consider the impact of structural conditions as less significant on

their career choices than their own human capital and capacity to make free choices. The study provides an understanding of the main cross-national similarities and differences in reporting of influences on career 'choice', and brings to bare interesting theoretical and methodological insights.

2.1.2 Marketing careers and selection

Dr.S.Sudha (2019) figures what Appropriate soft skills play an important role in a successful career as well as during social interactions in the society. These skills are also highly sought after by employers recruiting fresh graduates. The main purpose of this study was to investigate students' perceptions of the importance of soft skills for their education and employment. A questionnaire was used for data collection and 188 undergraduate business management students from four universities in Singapore participated in this study. It was found that a majority of the respondents felt that soft skills were useful for social interaction as well as for career advancement. However, they did not think that these skills contribute considerably to their academic performance. The top five important soft skills identified by the students were: teamwork and collaboration, decision-making, problem-solving, time management and critical thinking skills. This paper suggests certain measures for improving soft skills of students which may also help improve their employment perspectives.

Eddy S.W. Ng, Ronald J. Burke, Lisa Fiksenbaum (2008) finds That research aims to explore the role of values, family, and non-family influences on career choice in management among a sample of US MBA students. Data were collected using self-reported questionnaires from 109 students in a mid-sized university located on the west coast of the USA. The respondents were in the first semester of their MBA program. Males and females were almost equally represented in the sample. This study did not find people (family and non-family) to be a predictor of career decisions. Instead, these decisions reflect the independent-self among US students in the career choice and exploration process. In particular, the students placed a strong emphasis on self-development (i.e. education). Most of the respondents aspired to careers, and not jobs or callings, reflecting a desire for career benefits and becoming wealthy. Men and women, with few exceptions, appear to have similar patterns in the factors affecting their career choice. Many of

the factors found to have relationships with variables related to career choice in management also have strong cultural influences. The predictor variables generally accounted for modest variance on most career outcomes, suggesting complexity of the career choice process. There were country differences in several predictor variables associated with a career choice in management. The US sample was different from other countries, suggesting the importance of national cultures and values in career choice and career expectations.

This study builds upon the factors previously reported to influence career choice in management.

Denny E. McCorkle; Joe F. Alexander; James Reardon; Nathan D. Kling (2003) feels Sooner or later, most marketing and business students realize that today's job market is competitive, challenging, and requires substantial effort in order to pursue successfully. This article presents the authors' observations, job market statistics, relevant academic literature, and survey results concerning the marketing and business student job search process. The research findings guide several recommendations for developing student self-marketing and job search skills, with the perspective of teaching students to apply what they have learned in their marketing courses.

Joby John; Mark Needel (1989) believeThe marketing research industry offers numerous entry-level positions to marketing majors. However, because of poor and inappropriate choice of courses and inadequate internship experiences, recruiters find the graduating student ill-equipped to fill marketing research positions. This article reports a survey of research suppliers, advertising agencies, and other organizations that conduct marketing research. The findings provide useful information to academic and career advisors on college campuses who are in a position to counsel students in their pursuit of careers in marketing research.

Madhav N. Segal (1987 Qualitative career assessments are theoretically based interventions that are grounded in constructivism. Constructivism is a departure from the traditional logical positive worldview that has influenced the development of many traditional career assessments. A central concept to constructivism is the importance of meaning, which can only be understood in relation to context. Qualitative career assessment is idiographic in nature, and the individual serves as

the reference point in both identifying pertinent themes and interpreting the meaning of those events. Furthermore, there is often a focus on social processes and the understanding that one's view of the world is not static and is concurrently influenced by historical and cultural contexts that are continually changing and developing. Qualitative assessment often is seen as a potentially useful method for attending to issues related to diversity in career assessment. Because the purpose of qualitative assessment often is to co-construct a working narrative, the clinician must be skillful enough to not misinterpret clients' discourse or unduly influence clients' understanding of the meaning of their experiences. In addition, the advantages of integrating qualitative and quantitative career assessments are explored.**)**

Abhijit Roy, Bart Macchiette (2005) The case for enhancing critical thinking as an integral part of the marketing curriculum through the debate process is presented. Linkages between critical thinking, debate, and the marketing curricula are examined in the context of desired student outcomes and learning skills. The role of the professor in planning and facilitating the debate is then discussed. Adapting formal debate procedures and formats to the marketing curriculum are considered. The criteria for selection, a process for choice, sources, and examples of actual issues are discussed with suggestions for preparing students for the debate process. Finally, guidelines for evaluation are generated for recognizing critical thinking through the debate experience.

David S. Ackerman, Barbara L. Gross, Lars Perner (2003) Undergraduate business students tend to focus on the past strategies of firms, with less thought given to anticipating and adjusting to marketplace changes. Although both educators and employers are concerned about this disconnect, little is known about the extent and form of efforts made by instructors to address it. Interviews with marketing instructors found most incorporating some future orientation into assignments. However, obstacles such as student sloth and time demands on both students and faculty were observed. Survey data collected from instructors, students, and employers found agreement that assignments designed to develop future-oriented thinking and prepare for marketplace change are important.

Lawrence B. Chonko andJames A. Roberts (2015) said When students graduate with a marketing degree or another business degree, it is hoped that they

have acquired a set of knowledge and skills, learned in the business program, that will enable them to be productive employees. However, business people have voiced concerns about the skill levels of marketing and business graduates. This paper presents a marketing approach to the freshmen level Introduction to Business Course. The marketing goals are many, but can broadly be classified into 1) instilling the idea that students are business majors (not accounting or marketing majors, for example) and 2) delineating what requisite skills students will need in order to become marketable career candidates and productive employees. The course is described. Student reactions to the course are presented. The paper concludes with some discussion of the reasoning that went into the creation of the course.

Paul Chad (2012) perceives Marketing educators are often faced with poor preclass preparation by students, declining student interest in attending classes as the semester progresses, and student complaints regarding previous bad experiences with team assessment activities. Team-based learning (TBL) is an innovative teaching strategy using semiformalized guidelines aimed to enhance student engagement and improve teamwork and, hence, overcome the typical problems faced by educators. This case study examines the first-time use of TBL in a postgraduate marketing subject at an Australian university. The results indicate that the TBL innovation has a positive influence on student engagement and offers opportunities to assist learning. The study concludes that TBL is an effective teaching process enabling educators to offer students enhanced and stimulating learning experiences. The case study contributes to the marketing education literature by assessing the first-time TBL experience of students and educator. Key issues addressed are student engagement, opportunities for learning, and the benefits of teamwork in preparing students for the workforce. Significantly, the research also offers practical advice for marketing educators desirous of developing and implementing effective and engaging pedagogy via TBL.

Bruce, Grady; Schoenfeld, Gregg (2006) To investigate the skills and abilities that MBAs who study marketing, those occupying marketing positions, and companies that hire marketers regard as important; the level of competency required to perform on the job; and areas that need improvement, whether through

on-the-job training, continuing education, or changes in MBA curricula. Large-scale international longitudinal and cross-sectional surveys used to assess skill development, skill requirements, and the need for additional education provides the foundation of this paper. The data are obtained from three surveys conducted by the Graduate Management Admission Council: Global MBA Graduate Survey, MBA Alumni Perspectives Survey, and Corporate Recruiters Survey. Understanding the perspectives of different constituencies provides an in-depth and comprehensive view of the skills and abilities needed by those who work in marketing. Without the assistance of a crystal ball to peer into the future, an empirical investigation is required into the relationship between skill development in the classroom, practical use of skills in the field, and the requirements of hiring companies for graduates. The paper identifies a thinking-doing divide, discusses why it exists, and suggests how it may be corrected. The research, although consisting of large international samples, is limited to students and alumni of graduate business schools and companies that hire MBAs. Even though the scope of the samples is limited to more advanced practitioners, the information is useful to faculty, students, and companies at all levels to assist in developing marketers of the future. This paper presents data from three viewpoints that taken together yield a comprehensive picture of graduate education for marketers as it exists today, and clearly suggests directions for graduate education of future marketers.

Eric Panitz (2008) found in A survey of 114 part-time MBA students in various stages of program completion indicated students expected professors with business experience, knowledgeable in theory and high quality instruction, in thier MBA program. Sensitivity to student needs, AACSB accreditation, increased management skills and a well balanced curriculum were also expected of the program. Students also expected professional treatment from university employees (which implies staff and faculty). The only issues not identified as part of the MBA experience which was highly rated by these students was to have better career opportunities. Five factors were identified as important to students. These were labaled institutional support activities, academic experience, ethical standards and image and staff professionalism. Chi-squared analysis of program

reputation showed a significant ($p < .05$) difference in program evaluation associated with percentage of program completed.

Sarang Shankar Bhola and Sunil Dhanawade (2012) Enhancing employability skills of management students is challenge before the institutes of management education. Management education is not able to identify the way and out to develop employability skills also in a puzzle to select a proper approach that may have more employability alternatives to management students. Today institutions are carrying a traditional education system which is focusing on knowledge based education. Institutions should adopt vocational based and practical based education. The core objective of any management institute is to deliver attributes, skills. Basic purpose of any business school is to impart the business ability, which will help students for their employability and entrepreneurship. After completing management education, getting employment, is a must for the management graduates. The reputation of the management institutes in this context, badly affect than the students of that institute. In order to simplify, what is perception and expectation of industry on employability skills of management students which will help them to get an employment and survive there. This is also an attempt to know the perception of MBA student's possession of employability skills at entry level in job market. This particular study focuses on the gap between perceived skills by management students and the industry expectations from MBA post-graduate at entry level.

Hart, Laura Kozloski; Mrad, Selima Ben (2013) - information from an MBA-level marketing strategy course taught with and without a major experiential learning assignment is analyzed. Empirical analysis of data about learning outcomes, student satisfaction, and student self-efficacy are compared. The study reveals that students engaged in these projects perceived them as valuable learning exercises that: (1) supported their mastery of class materials and their ability to apply theoretical concepts to practical situations; (2) enhanced their satisfaction with the course and instructor, and (3) increased their self-confidence with regard to their own business capabilities.

2.1.3 Marketing perception and awareness

Leff Bonney et al Current conceptualizations of marketing decision-making center on behavioral and cultural aspects of information flow and inter-functional coordination but neglect the cognitive, sense-making aspects of team decision-making. To fill this gap in existing business market literature, this study provides a cognitive based model of team market awareness. Drawing on theory related to entrepreneurial alertness, the paper develops constructs of management team awareness and symmetry of awareness distribution that are tested empirically. Results reveal that the management team's ability to perceive, comprehend and predict market elements (team market awareness) leads to higher firm performance. Further, the effect of team market awareness on team performance is strengthened when the team has *asymmetric* distribution of awareness, whereby a team's members have an accurate awareness of *different* market elements. Finally, team market awareness also has a stronger impact on team performance when the team has a high level of agreement on cross-functional tactics.

Thomas Tribunella and Barry A. Friedman (2012) Stakeholder theory posits that corporations invest in Corporate Social Responsibility (CSR) initiatives to gain competitive advantage. To implement CSR, corporations need employees committed to, and knowledgeable about, corporate citizenship. Our research explores the extent that the International Masters of Business Administration (MBA) marketplace values MBA graduate commitment to, and awareness of, corporate social responsibility and environmental sustainability. We study the effects of MBA program characteristics and student attributes, including CSR awareness, on alumni salary, which served as a proxy measure of market value. Surprisingly, corporate recruiters' assessment of student awareness of corporate social responsibility and environmental sustainability was negatively related with alumni salary. This unique finding may indicate that the MBA marketplace does not value awareness of green management issues with respect to MBA graduate compensation, despite the fact that corporations' publically advocate CSR.

Brendan J. Gray, Geir Grundvåg et al. This paper sets out to identify the knowledge and skills that marketing practitioners need to possess and use, to

improve marketing management and firm performance. The data from a survey of marketing managers, academics and senior students in New Zealand, relating to the skills essential to work as a marketing manager, were analysed by analysis of variance to assess the extent of convergences or divergence among the responses of the three groups. The essential skills are an ability and willingness to learn about product-markets, to solve marketing problems, to communicate with internal and external stakeholders, and to work in teams, plus the knowledge of a wide range of marketing subject areas needed to set these skills in context. To progress from junior to senior posts, marketing graduates need to develop strategic thinking, leadership and management skills, and must demonstrate knowledge of strategic planning, product and brand management, communication and promotion, and consumer behaviour. This study extends previous research by incorporating the views of three stakeholder groups about a broad range of knowledge and skills. Further, research is required to assess the generalisability of the results from these relatively small samples located in only one institution (albeit large and influential), and to investigate whether experience alone is a sufficient basis for junior marketers to acquire the knowledge and skills to become effective marketing managers and planners, or whether academics should help them to fast-track their careers by means of targeted courses for intending practitioners. Broad agreement between practitioners and academics suggests that relevant knowledge and skills are probably being taught. However, the differing view of students suggests that the effectiveness of university courses must be questioned. The study reports the opinions of three stakeholder groups on a vital aspect of marketing education.

J. Santhi (2018) India is well known for its well-structured educational system from the Vedic period. The number of institutions offering various professional courses including management program is increasing significantly. At the same time the challenges to be met by management graduates are also increasing at a faster pace. The various study and survey reports have brought in light that with the increase in quantity of MBA students there is a decrease in the average quality in terms of employability skill. The objective of this study is to explore the employability skill required by management graduates and the ways and means to enrich the same.

Victoria D. Bush et al(2008) While universities in the U.S. appear to be addressing international business and marketing curriculum, research emphasizing the input of practitioners to this area has been limited. The purpose of this paper is to further identify the particular skills and characteristics perceived by experienced international business practitioners that MBA students need when embarking on an international business career. Data collection consisted of personal interviews and a survey of a sample of international business practitioners. The results indicate that practitioners would like to see students with more specific skills and characteristics related to actual job experience. The findings from this study can provide insights to international business educators for curriculum development and the importance of internships for international MBA programs.

CARL R. PHILLIPS and ANTOINETTE S. PHILLIPS (2012) Past research has revealed a number of determinants of selection decisions for college students. Given the large number of students graduating with MBA degrees and firms recruiting and hiring applicants with such degrees, the purpose of this study was to examine how MBA students would rate certain job factors. This study reports students' ratings of 23 factors potentially present in workplaces. The most and least important factors are discussed. In addition, implications for organizational recruiting practices and for on-campus career counselors are presented.

Natarajan Subramanyam (2014) The perceived value of MBA programs has gone down substantially in recent times due to low employability of students passing out of the colleges. Most of the student who specialize in Human Resource stream of MBA program of the self-financing colleges of Anna University, Chennai found it difficult to get worthy jobs. The cause for the situation may be many like, incompetence of the students themselves, demand for the entry level HR positions may be less than the supply in the market, inappropriate curriculum, ineffective implementation of curriculum etc. The authors surveyed the HR alumni and HR managers to determine the relevance of HR curriculum of MBA program in meeting the requirements of various industries and identified that there is a big gap between the requirements of industries and availability of suitable candidates.

Miriam Rothman, Ruth Sisman (2016) The purpose of this paper is to report on the impact of the internship experience on business students' career intentions in

regard to pursuing a career path in the same job function or industry as their internship. After completing and reflecting on an internship, 198 undergraduate students responded to the prompt: “discuss the impact of the internship on your career consideration.” Responses were analyzed using a content analysis methodology in order to determine whether or not interns would pursue the same job functions (e.g. sales) or industry (e.g. non-profit) as their internship in their post-graduation job search. Across the job functions and industries identified within the internships, 54 and 45 percent of interns confirmed their expectations of career fit, respectively. The implications of confirming and disconfirming these expectations for students are discussed. Given the value of internships to business students, surprisingly few studies have examined their influence on undergraduates’ career considerations. Students select internships with the intention of learning about job functions or industries for possible career fit, yet the authors know little about whether the experience confirms or disconfirms their expectations. This study seeks to address this gap. The authors suggest that internships, as experiential activities, merit greater attention as they provide students opportunities to learn what they do or do not want to do, where they do or do not want to work and whether their self-concept fits a possible career path – saving themselves and potential employers the cost of job dissatisfaction and turnover. Given the value of internships to business students, surprisingly few studies have examined their influence on undergraduates’ career considerations. Students select internships with the intention of learning about job functions or industries for possible career fit, yet the authors know little about whether the experience confirms or disconfirms their expectations. This study seeks to address this gap. The authors suggest that internships, as experiential activities, merit greater attention as they provide students opportunities to learn what they do or do not want to do, where they do or do not want to work and whether their self-concept fits a possible career path – saving themselves and potential employers the cost of job dissatisfaction and turnover.

Thomas LPowers et al Scholarly productivity is an important issue for all academic disciplines. Empirical examinations of career research productivity have not been conducted in the marketing discipline, however. This study reports the analysis and classification of total and career research publication activity for a

cohort of 374 marketing academicians over a 20-year period. The analysis revealed seven different career patterns as well as substantial differences in overall levels of career research productivity. Patterns of productivity included those where academicians reached a peak productivity early or midway in their careers as well as those who produced at an increasing level over the course of their careers. Productivity levels were identified based on four groupings that included nonproducers, low producers (one to four articles), medium producers (five to nine articles), and high producers (10 or more articles). Approximately one-third of the cohort were nonproducers, one-third were low producers, and one-third were medium to high producers.

Eunjoo Yang et al (2012) The increased number of international students in United States universities and colleges have created the need for the development of services that appropriately reflect their needs and characteristics. The Career Center at the University of Missouri, Columbia reacted to this phenomenon by developing career services exclusively for international students. Career services are provided as individual services and online services, and consist of information on graduate schools and entrance examination practices, information on available employment opportunities and work permit policies, career assessments, and information about specific skills for obtaining a job in the United States. Several marketing strategies were used to ensure international students' use of services. Important points in developing career services for international students are presented.

Michael John Baker The purpose of this paper is to summarize highlights of a career as a marketing practitioner/academic extending for a period of more than 50 years. The paper takes an autobiographical approach. In common with other professional disciplines, the practice of marketing calls for the understanding of an extensive body of knowledge derived from prior research and experience and the ability to apply this to current and future issues and problems. The role of an academic is to codify this knowledge, communicate it through teaching and publication, and to add to it through their own original scholarship and research. While a degree of specialisation is to be encouraged, the contribution of individual academics should be based on an evaluation of their overall impact on practice

based on all three activities – research, teaching, and “administration/leadership”. While based on a sample of one, the account illustrates that professional reputation calls for recognition by multiple constituencies using different criteria to assess one's contribution. It is hoped this will encourage younger academics (and those who sit in judgement on them) to look beyond publication in “leading journals” as the sole criterion for success.

Gitonga, Susan Kaarii The main objective of the study was to investigate the relationship among corporate branding, consumer perceived service quality, consumer choice and brand awareness. The study was guided by the following research objectives: To investigate the relationship between corporate branding and perceived service quality, to investigate the relationship between corporate branding and consumer choice and to investigate the relationship between corporate branding and consumer brand awareness. To achieve these research questions the researcher adopted a descriptive research design. The target population of this study was the students' who are in Graduate school at USIU. The population of the study was 600 students according to the list provided by the registrar 's office. The study made use of simple random sampling as the technique to select the respondents of the study. Hence, the minimum sample size was 150 graduate students. Questionnaires were used as the data collection instruments while the collected data was analyzed using SPSS software. The analyzed data was presented and summaries in form of charts, frequency tables, and graphs. The study findings on the relationship between corporate branding and perceived service quality revealed that indeed there is a positive significant relationship between corporate branding and perceived service quality. Majority of the respondents regarded the USIU lvIBA to be of high quality, as well it offers good learning materials, and it is also tailor made to meets the market demands. There are also competent faculty as well as easy accessibility of learning materials. The findings on the relationship between corporate branding and consumer choice revealed that there was a positive significant relationship between corporate branding and consumer choice. The findings also revealed that most respondents chose the USIU MBA programme because it is a renowned brand, with excellent facilities. Similarly other factors that influenced the respondents choice include: the global perspective , ample parking space which is

secure, friendly staff who are always willing to serve students, easy accessibility, scholarships excellent exchange programmes and affordability. With regards to the relationship between corporate branding and consumer brand awareness, the study revealed that there was a positive significant relationship between corporate branding and consumer brand awareness. Majority of the respondents also believed that brand awareness leads to enhanced customer attraction and retention, speeds up customer service hence increasing revenue collection and increases sales volumes hence increasing revenues. The study concludes that indeed corporate branding plays a significant role in the minds of the consumers especially on their perception on the service quality, given that the judgment of a customer to buy a product or service is considered to produce a pleasurable level of fulfillment. Similarly corporate branding influences the choice of the consumer. The study further concludes that corporate branding influences consumer brand awareness. In light of the findings the study recommends the need for organizations to integrate corporate brand with the knowledge about the customers ' needs, wants as well as preference, together with the intellectual, creative capacity and skills. The study further recommends that organizations need develop effective branding so as to gain customer loyalty as well as support a premium price given that purchasers rely on mostly on experience and their long held attitudes about a brand.

Khare, Arpita; Mukerjee, Sourjo; Goyal, Tanuj - Green marketing has become a fast emerging research area in recent years. In emerging economies like India, consumer awareness about green products is still at a nascent stage. Consumers lack awareness about green marketing and associate it with social responsibility initiatives. This paper examines the influence of collective self-esteem, normative and informational values, and social influence on the green purchase behavior of Indian consumers. The results indicate that normative values, social influence, and group esteem affect consumers' green purchase behavior. The results can help companies in creating awareness about green marketing and products and in turn making higher profits.

Shruti Gupta, Julie Pirsch - Cause-related marketing activities are increasingly becoming a meaningful part of corporate marketing plans. This paper aims to examine the relationship between the company, cause and customer, and how fit

between these three groups influences consumer response via generating a positive attitude toward the company-cause alliance and purchase intent for the sponsored product. Two studies are carried out, first among students and second among consumers.Two studies (study 1=232 students, study 2=531 consumers) demonstrate that company-cause fit improves attitude toward the company-cause alliance and increases purchase intent. Additionally, this effect is enhanced under conditions of customer-company and customer-cause congruence, and the consumer's overall attitude toward the sponsoring company. Skepticism about the company's motivation for participating in a cause-related marketing initiative was not relevant to consumer purchase decisions. Results from these studies suggest that consumers may in fact make two different assessments of the sponsoring company in a cause-related marketing campaign. One assessment may be more cognitive where the consumer compares his or her own identity to that of the company: “Is this company like me? Are our identities alike?” The second assessment is more affective or emotional: “Do I like this company? Do I feel positively about this company?” The strength of the consumer sample suggests that when building a cause-related marketing program, marketing managers should select a cause that makes sense to the consumer to be a partner in the alliance, build a general positive feeling toward their brand, and limit any self-serving promotion of the cause-related marketing alliance to the target consumer population. The paper provides useful information on the relationship between the company, cause and customer, and how the fit between these three groups influences consumer response.

Brodowsky, Glen H.; Lawson, Gary W. (2010) This paper addresses the effectiveness of structured case study pedagogy in an MBA marketing management course from a grading perspective. It presents an example of a grading scheme that simultaneously minimizes the overall amount of instructor grading while maximizing the depth of feedback provided to students. The focus shifts from 'grading' case studies with the proverbial red pen markings in the margins, to 'reviewing' student group cases and presentations and providing written reviews similar to ones that might be prepared for a paper submitted to a journal or conference. Samples of these reviews are presented not only within the context of this manuscript, but also in the marketing classroom itself.

Nancy J.Adler Although they saw more advantages to domestic than international careers, eighty-four percent of the 1129 graduating MBAs surveyed stated that they would like an international assignment at some time during their careers. MBAs attending international schools showed the most interest followed by Canadian MBAs. American MBAs displayed the least interest in pursuing international careers. International assignments were seen as offering more job satisfaction whereas domestic assignments were seen as offering more organizational recognition and a more satisfying personal life. Consistent with their views of the differences between international and domestic jobs, the MBAs' primary reasons for accepting international jobs were cross-cultural experience, the type of work, and higher salary and benefits. MBAs rejected foreign assignments because they were perceived to be bad for the spouse and family, in a bad location, or to cause a potentially negative career impact.

Kimberly A. Taylor (2003) Marketing employers increasingly value general qualities, such as effective communication, presentation, and teamwork skills, in their entry-level new hires rather than specific knowledge of the marketing function. Thus, graduating with a marketing degree might not provide an advantage over other college majors in securing a position and succeeding in a marketing career. This article describes an innovative course designed to help marketing majors increase their marketability by gaining or improving skills in the areas most desired by employers. The course development process, including a benchmark study and focus group with marketing professionals, is discussed, and survey results assessing students'reactions to the course are presented. Suggestions for successfully implementing a similar course and useful references are also provided.

James W. Peltier et al (2014) Students' desire and intention to pursue a career in sales continue to lag behind industry demand for sales professionals. This article develops and validates a reliable and parsimonious scale for measuring and predicting student intention to pursue a selling career. The instrument advances previous scales in three ways. The instrument is generalizable across academic settings and is shown to be sensitive to differences across varied course coverage

and learning activities. The instrument is parsimonious and offers a high reliability coefficient. Finally, the instrument is validated both before and after exposure to a sales module, thus capturing perceptual and attitudinal changes as students become more familiar with this career option.

Maria Järlström (2000) The purpose of this study was to examine the relationship between the personality and career expectations of business students. The sample consisted of 533 business students. Personality was administered using the F-version (the Finnish research version) of the Myers-Briggs Type Indicator and career expectations were studied in Schein's career orientation framework. Thus the relation between the MBTI preferences and Schein's career anchors and type preferences of business students was reported. The main research question was: how are business students' personality preferences and career expectations related to Schein's career anchors? Business students' career expectations were mostly seen as belonging to the Technical Competence (26 percent), Managerial Competence (17 percent) and Independence (14 percent) career anchors. Statistical significance was found in many cases.

Lon Addams (2013) The purpose of this article is to (1) share with other professors the value of a career self SWOT analysis for students, (2) encourage professors to instill the value of business tools (like a personal SWOT) and strategies for students' career application, and (3) enable professionals to continuously progress in their careers through the use of these tools. This personal assessment tool will be identified in this article as self-SWOT analysis. SWOT is a business acronym typically used to identify an organization's strengths (S), weaknesses (W), opportunities (O), and threats (T). This technique is used to evaluate a company's internal strengths and weaknesses and its external opportunities and threats. The underlying assumption of a SWOT analysis is that managers can better formulate a successful strategy after they have carefully reviewed the organization's strengths and weaknesses in light of current threats and opportunities the environment presents.

Todd Quinn (2014) et al This study explores Executive MBA (EMBA) students' information-seeking skills and knowledge in academic and workplace

environments to improve on library instruction. The authors' research consisted of a survey and 12 qualitative interviews, sampled from two University of New Mexico EMBA cohorts. The themes that emerged included EMBA's specific skills and knowledge of their own industry's information, difficulty in finding new information, several barriers, and lack of transferability. By discussing adult learning theory and focusing on transferability, we can help students acknowledge and transfer their information skills and knowledge between academics and work.

CHAPTER 3: RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN OF THE STUDY

A research design is a framework for guiding a research project. It describes the procedures essential for obtaining the information required to structure and/or solve the research problems. It enumerates the information needed, the design of the research, the specified measurement and scaling procedures, the construction and pretest of questionnaire, the sampling process, the sample size and the plan of data analysis.

The research design used here is EXPLORATORY RESEARCH. Exploratory research is defined as a research used to investigate a problem which is not clearly defined. It is conducted to have a better understanding of the existing problem, but will not provide conclusive results. For such a research, a researcher starts with a general idea and uses this research as a medium to identify issues, that can be the focus for future research. An important aspect here is that the researcher should be willing to change his/her direction subject to the revelation of new data or insight. Such a research is usually carried out when the problem is at a preliminary stage. It is often referred to as grounded theory approach or interpretive research as it used to answer questions like what, why and how.

3.1.1. Exploratory research: Steps to conduct a research

- **Identify the problem**: A researcher identifies the subject of research and the problem is addressed by carrying out multiple methods to answer the questions.
- **Create the hypothesis**: When the researcher has found out that there are no prior studies and the problem is not precisely resolved, the researcher will create a hypothesis based on the questions obtained while identifying the problem.
- **Further research**: Once the data has been obtained, the researcher will continue his study through descriptive investigation. Qualitative methods are used to further study the subject in detail and find out if the information is true or not.

This exploratory research will help this project in creating questionnaires for the tool through secondary research by analyzing case studies and business papers. It also gives an independence to conduct a primary research to simultaneously create surveys and collect responses to gather insights on efficiency of the tool.

3.2. SAMPLING TECHNIQUE

A self-administered survey and the tool was prepared, that was put together with the help of Google forms and Zoho survey respectively and was circulated to all the IT sectors in the Chennai city.The research uses Purposive sampling method, attempting to discover how students perform using the tool and how they perceive its utility. The questionnaire circulated through Google forms and Zoho survey received over 250 responses from students and entry-level professionals. 200 were used for analysis after removing incomplete and incompetent forms.

3.3 SOURCES OF DATA:

The creation of tool is based on Secondary data collected from journals, business articles, etc. It also involved primary research for interviewing business managers regarding job opportunities and trends and skill requirements. The study is completely based on primary data. Primary data for the study is collected through the self-administered questionnaire which was circulated through Google forms and Zoho surveys. The project uses Secondary data for Theoretical framework of the study and Review of literature collected from journals, books, thesis and magazines.

3.4. STRUCTURE OF QUESTIONNAIRE:

The structured questionnaire consisted of 6 sets;

- Basic Demography – Name, email ID and type of profession were taken for classification purpose and follow up.
- Marketing Communication – Marketing communication (MarCom) is a fundamental and complex part of a company's marketing efforts. Loosely defined, MarCom can be described as all the messages and media you deploy to communicate with the market. Marketing communication includes advertising, direct marketing, branding, packaging, your online presence,

printed materials, PR activities, sales presentations, sponsorships, trade show appearances and more.

- Brand Marketing - Brand marketing is a way to promote your product or service by promoting your brand as a whole. Essentially, it tells your service's or product's story by emphasizing your whole brand.
- Consumer Marketing - Consumer marketing is defined as creating and selling products, goods and services to individual buyers, as opposed to trying to appeal to businesses. Commercials trying to sell toys or books or movies to the average individual are examples of consumer marketing.
- Product Marketing - Product marketing is a process of promoting and selling a product to a customer. Also, product marketing is defined as being the intermediary function between product developments and increasing product awareness.
- Decision Making – Good decision processes break down silos and improve performance. Marketers have always had to build brands, create demand, promote sales, and help their companies earn customers' loyalty.
- These Headings have been removed from the quiz tool to maintain anonymity while users answering questions.

The tool did not have any scale as it was points based on the no of right answers.

The factors of the tool for the study (taken from Google form) was measured with the help of 5-point Likert scale namely (Very dissatisfied, somewhat satisfied neutral satisfied Very satisfied) respectively from 1 to 5, and with the help of 3-point Likert scale namely (Not Relevant, Not Relevant , Not Relevant) respectively from 1-3.

3.5 SAMPLE SIZE:

A total of 200 samples were taken for this study after excluding incomplete samples. Out of this, 104 are students and 96 are entry level professionals from various regions in chennai. The study area used for the research is the Chennai city. Chennai is the state capital of Tamil Nadu in India and it is located at the north-eastern part of the state. It is a thickly populated city, surrounded by a large number of domestic and multinational corporations. The past two decades have witnessed spiraling growth of marketing companies, providing openings to

thousands of business/art graduates throughout the country. Some of the IT majors include Social Beat, istudio Technologies, infiniX, Rankraze, Hourglass etc.

3.6 PERIOD OF STUDY:

This study was carried out from October 2020 to January 2021 and analysis was performed from February 2021 to March 2021.

3.7 HYPOTHESIS/ ANALYTICAL TOOLS:

HYPOTHESIS

3.7.1 Profession and performance of employees.

HYPOTHESIS 1 - There is no relationship between scores of users and their professions.

ALTERNATE HYPOTHESIS 1 - There is a significant relationship between scores of users and their professions.

3.7.2. Respondents and usefulness of tool.

HYPOTHESIS 2 - There is no significance in tool being helpful for respondents in identifying their career path.

ALTERNATE HYPOTHESIS 2 - There is significance in tool being helpful for respondents in identifying their career path.

3.7.3. SEGMENTS OF THE TOOL and RELEVANCY

HYPOTHESIS 3 - There is no significant relationship between SEGMENTS OF THE TOOL and RELEVANCY and RELEVANCY.

ALTERNATE HYPOTHESIS 3 - There is a significant relationship between SEGMENTS OF THE TOOL and RELEVANCY and RELEVANCY.

3.7.4. Users and No.Of.Questions

HYPOTHESIS 4 - There is no significant difference between users and their concerns for the number of questions

ALTERNATE HYPOTHESIS 4 - There is significant difference between users and their concerns for the number of questions.

3.7.5. Satisfaction and features of tool

HYPOTHESIS 5 - There is no significant relationship between Satisfaction levels and Features of tool.

ALTERNATE HYPOTHESIS - There is a significant relationship between Satisfaction levels and Features of tool.

The analysis of the collected data was made with the help of SPSS software. The data analysis methods carried out for this research was descriptive analysis, Anova (One-way), and Chi-square test.

CHAPTER 4: DATA ANALYSIS AND INTERPRETATION

Analysis and interpretation are central steps in the research process. The aim of the analysis is to organize, classify and summarize the collected data so that they can be better comprehended and interpreted to give answers to the questions that triggered the research. Interpretation is the search for the broader meaning of findings. Analysis is not fulfilled without interpretation; and interpretation cannot proceed without analysis. So, both are inter dependent. In this chapter a detailed analysis of the collected data has been attempted as per the objectives stated earlier. Hypotheses were also tested based on the findings of the study, interpretations and conclusions were drawn. In this chapter the following statistical techniques are used for the analysis of the data gathered for the present study viz., Descriptive analysis and Inferential statistics etc.

Descriptive statistics are brief descriptive coefficients that summarize a given data set, which can be either a representation of the entire or a sample of a population. Descriptive statistics are broken down into measures of central tendency and measures of variability (spread). Measures of central tendency include the mean, median and mode, while measures of variability include standard deviation, variance, minimum and maximum variables, kurtosis, and skewness.

Percentage analysis is one of the statistical measures used to describe the characteristics of the sample or population in totality. Percentage analysis involves computing measures of variables selected of the study and its finding will give easy interpretation for the reader.

Mean and Standard Deviation are two commonly employed descriptive statistics. Mean is the average level observed in some piece of data, while standard deviation describes the variance, or how dispersed the data observed in that variable is distributed around its mean.

4.1. TEST - I GRAPHICAL REPRESENTATION OF THE DEMOGRAHIC FACTORS

4.1.1. Profession wise classification:

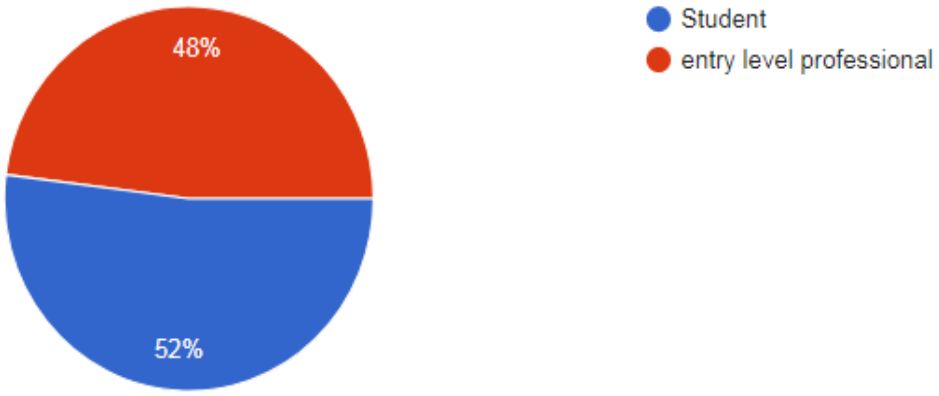


Fig 4.1: Age of respondents

Table 4.1: Tabular representation of respondent's profession.

TYPE	NO. OF RESPONDENTS	PERCENTAGE
Students	**104**	**52%**
Entry-level professionals	**96**	**48%**
TOTAL	**200**	**100%**

<u>Inference:</u>

From the above data, 52% of the respondents are MBA Students (first year and second year and just graduated) from colleges like LIBA, SRM, VEL TECH, SIST, etc. and 48% of the respondents are Entry-level professionals (working at entry level roles) in firms like thedatateam, Vestas, Wipro, Freshworks etc

4.1.2. Gender wise classification:

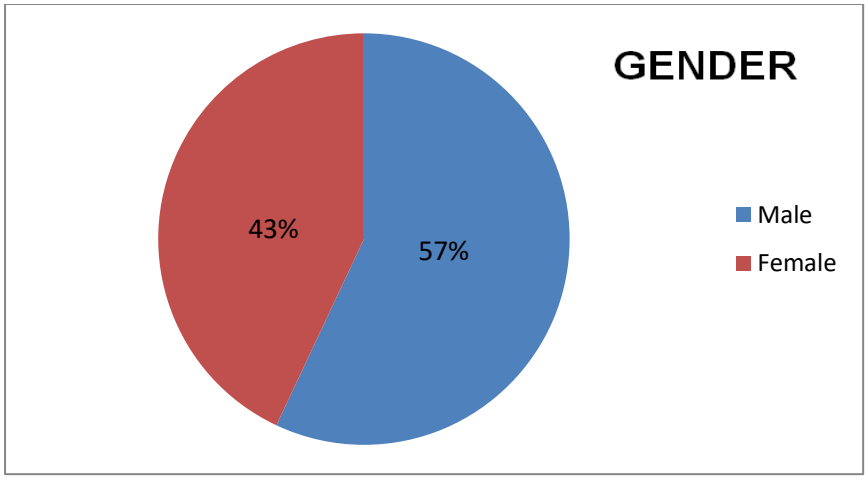


Fig 4.2: Gender of respondents

Table 4.2: Tabular representation of respondent's gender:

FACTORS	DIMENSIONS	NO. OF RESPONDENTS	PERCENTAGE
GENDER	Male	114	57%
	Female	86	43%
TOTAL		**200**	**100%**

Inference:

From the above table, 114 respondents accounting to 57% are male and 56 respondents accounting to 43% are female.

4.1.2. Educational qualification classification:

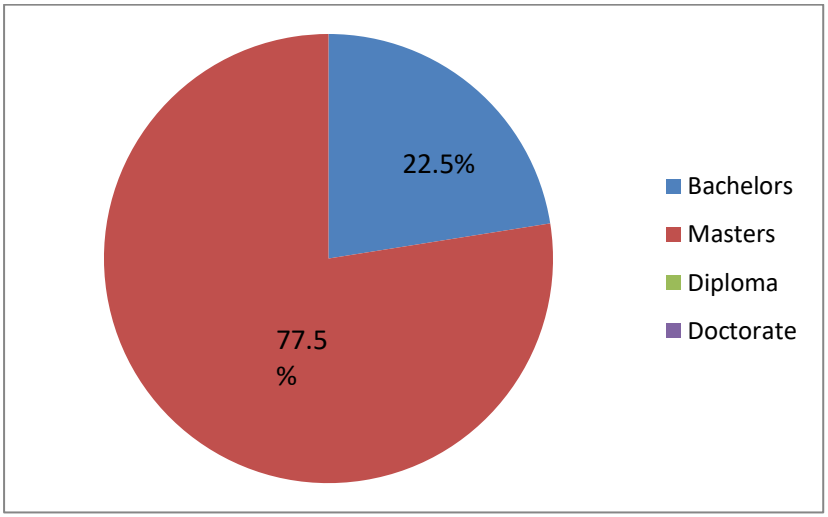


Fig: 4.3: Education qualification of respondents

Table 4.3: Tabular representation of respondent's Educational qualification:

FACTORS	DIMENSIONS	NO. OF RESPONDENTS	PERCENTAGE
EDUCATIONAL QUALIFICATION	Bachelors	45	22.5%
	Masters	155	77.5%
	Diploma	0	0%
	Doctorate	0	0%
TOTAL		**200**	**100%**

<u>Inference:</u>

From the above data, 22.5% of the respondents have completed their bachelors' degree, 77.5% of the respondents have completed their master's degree, 0% of the respondents have completed their Diploma and 0% of the respondents have completed their Doctorate.

4.1.3. Experience wise classification

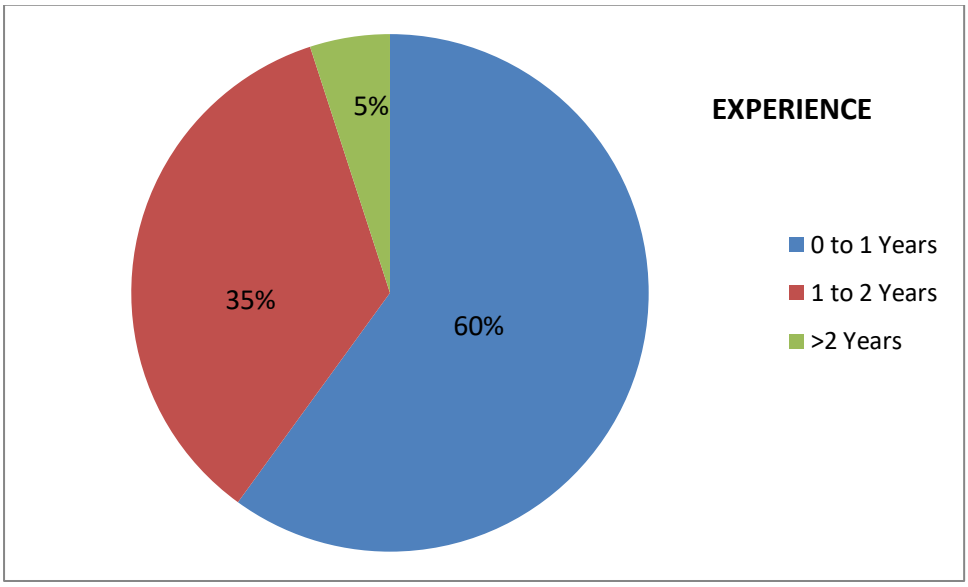


Fig 4.4: Experience of respondents

Table 4.4: Tabular representation of respondent's experience:

FACTORS	DIMENSIONS	NO. OF RESPONDENTS	PERCENTAGE
LENGTH OF SERVICE (EXPERIENCE}	0 to 1 Years	120	60%
	1 to 2 Years	70	35%
	>2 Years	10	5%
TOTAL		**200**	**100%**

<u>Inference:</u>

From the above table, Maximum respondents accounting to 60% have 0 to 1 year experience. 35% of the respondents have 1 to 2 years of experience, 5% of the respondents have >2 Years of experience.

4.2. TEST – II GRAPHICAL REPRESENTATION OF THE FACTORS REGARDING TOOL.

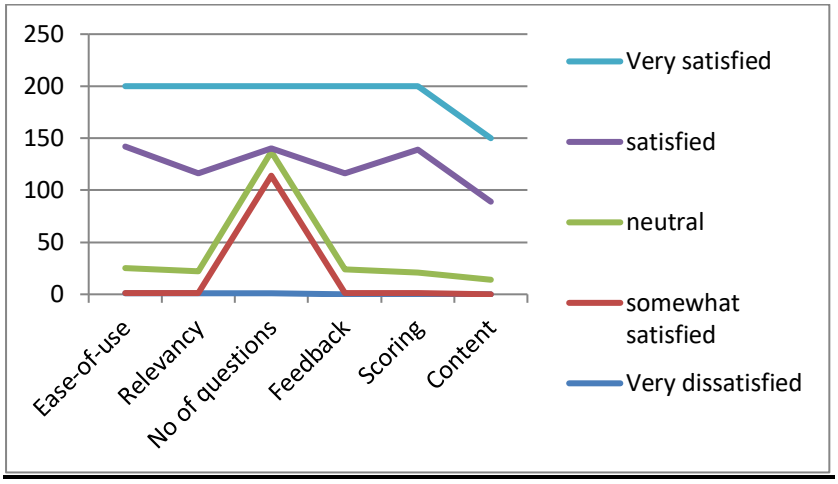


Fig 4.5: FACTORS REGARDING TOOL USAGE

Table 4.5: Tabular representation of factors regarding tool usage:

	Very dissatisfied	somewhat satisfied	neutral	satisfied	Very satisfied
Ease-of-use	1	0	24	117	58
Relevancy	1	0	21	94	84
No of questions	1	113	23	3	60
Feedback	0	1	23	92	84
Scoring	0	1	20	118	61
Content	0	0	14	75	61

Inference:

From the above table, the following has been inferred:-

- “No of questions” has received 113 “somewhat satisfied” criteria, a lower rating and 60 Very satisfied rating.
- “Ease-of-use” has received 117 satisfied and 58 Very satisfied rating.
- “Relevancy” has received 94 satisfied and 84 Very satisfied rating.
- “Feedback” has received 92 satisfied and 84 Very satisfied rating.
- “Scoring” has received 118 satisfied and 61 Very satisfied rating.
- “Content” has received 75 satisfied and 61 Very satisfied rating.

4.3. TEST - III

4.3.1. PROFESSION AND PERFORMANCE OF EMPLOYEES.

HYPOTHESIS 1 - There is no relationship between scores of users and their professions.

ALTERNATE HYPOTHESIS 1 - There is a significant relationship between scores of users and their professions.

***Table 4.6: Tabular representation of profession* and scores of users.**

Descriptives

SCORE

Groups	N	Mean	Std. Deviation	Std. Error	Statistics: 95% Confidence Interval for Mean: Lower Bound	Upper Bound	Minimum	Maximum
Entry level Professional	96	60.2083	24.16344	2.46617	55.3124	65.1043	12.00	100.00
Student	104	54.1154	23.62133	2.31626	49.5216	58.7091	4.00	100.00
Total	200	57.0400	24.01755	1.69830	53.6910	60.3890	4.00	100.00

ANOVA

SCORE

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1853.231	1	1853.231	3.249	.073
Within Groups	112938.449	198	570.396		
Total	114791.680	199			

Since P value is more than 0.05, the null hypothesis is accepted at 5% level with regard to Scores of Users and their professions. Hence there is no significance difference between Scores of Users and their professions.

4.3.2. RESPONDENTS AND USEFULNESS OF TOOL.

HYPOTHESIS 2 - There is no significance in tool being helpful for respondents in identifying their career path.

ALTERNATE HYPOTHESIS 2 - There is significance in tool being helpful for respondents in identifying their career path.

Table 4.7: Tabular representation of respondents identifying their career path.

Descriptives

SCORE

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
1	96	4.6042	.64038	.06536	4.4744	4.7339	2.00	5.00
2	104	4.7500	.45688	.04480	4.6611	4.8389	3.00	5.00
Total	200	4.6800	.55601	.03932	4.6025	4.7575	2.00	5.00

ANOVA

SCORE

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.062	1	1.062	3.477	.064
Within Groups	60.458	198	.305		
Total	61.520	199			

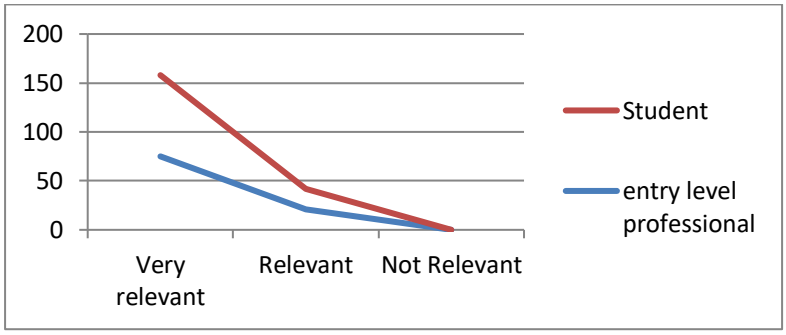


Fig 3.2: FACTORS REGARDING RELEVANCY OF TOOL TO USERS

Table 2.3.1: Tabular representation of respondents identifying their career path.

TYPE	Very relevant	Relevant	Not Relevant
entry level professional	75	21	0
Student	83	21	0

Since P value is more than 0.05, the null hypothesis is accepted at 5% level with regard to Users finding the tool useful in identifying their career path. Hence there is no significant relationship between Users and their relevancy to the tool in identifying their career path. But the value is close to its 0.05 hence further data would enable us to understand this hypothesis better. 37.5% of Users (entry level professionals) have found the tool to be Very relevant. 41.5% of Users (Student) have found the tool to be Very relevant.

4.3.3. SEGMENTS OF THE TOOL AND RELEVANCY

.HYPOTHESIS 3 - There is no significant relationship between SEGMENTS OF THE TOOL and RELEVANCY and RELEVANCY.

ALTERNATE HYPOTHESIS 3 - Decision making is a significant segment to assess Relevancy.

Table 4.8: Tabular representation of SEGMENTS OF THE TOOL and RELEVANCY and RELEVANCY.

Results						
	NOT RELEVANT	RELEVANT	VERY RELEVANT			*Row Totals*
CUSTOMER	2 (3.40) [0.58]	90 (91.80) [0.04]	108 (104.80) [0.10]			200
COMMUNICATION	4 (3.40) [0.11]	66 (91.80) [7.25]	130 (104.80) [6.06]			200
PRODUCT	2 (3.40) [0.58]	98 (91.80) [0.42]	100 (104.80) [0.22]			200
BRANDING	5 (3.40) [0.75]	105 (91.80) [1.90]	90 (104.80) [2.09]			200
DECISION MAKING	4 (3.40) [0.11]	100 (91.80) [0.73]	96 (104.80) [0.74]			200
Column Totals	17	459	524			1000 (Grand Total)

The chi-square statistic is 21.6593. The p-value is .005588. The result is significant at $p < .01$.

Since P value is less than 0.01, the alternate hypothesis is accepted at 5% level with regard to Decision making and Relevancy. This tells us that there is a statistically significant association between the SEGMENTS OF THE TOOL and RELEVANCY.

4.3.4. DECISION MAKING AND OTHER SEGMENTS.

HYPOTHESIS 4 - There is no significant difference between users and their concerns for the number of questions

ALTERNATE HYPOTHESIS 4 - There is significant difference between users and their concerns for the number of questions

Table 4.9: Tabular representation of USERS AND NO.OF.QUESTIONS

Descriptives

Rating

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
1	96	4.1667	.81650	.08333	4.0012	4.3321	1.00	5.00
2	104	4.1154	.59623	.05847	3.9994	4.2313	3.00	5.00
Total	200	4.1400	.70916	.05015	4.0411	4.2389	1.00	5.00

ANOVA

Rating

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.131	1	.131	.260	.611
Within Groups	99.949	198	.505		
Total	100.080	199			

Since P value is more than 0.05, the null hypothesis is accepted at 5% level with regard to users and no.of.questions. Users are not concerned regarding the No.Of.Questions on the tool.

4.3.5. SATISFACTION AND FEATURES OF TOOL

HYPOTHESIS 5 - There is no significant relationship between Satisfaction levels and Features of tool.

ALTERNATE HYPOTHESIS 5 - There is significant relationship between Satisfaction levels and Features of tool.

Table 5.0: Tabular representation of SATISFACTION AND FEATURES OF TOOL

Results						
	VERY DISSATISFIED	DISSATISFIED	NEUTRAL	SATISFIED	VERY SATISFIED	***Row Totals***
EASE OF USE	1 (11.56) [9.64]	1 (3.51) [1.79]	23 (20.02) [0.44]	117 (95.98) [4.61]	58 (68.94) [1.74]	200
NO.OF QUESTIONS	51 (11.56) [134.59]	13 (3.51) [25.67]	23 (20.02) [0.44]	63 (95.98) [11.33]	50 (68.94) [5.20]	200
CONTENT	2 (8.67) [5.13]	1 (2.63) [1.01]	11 (15.02) [1.07]	75 (71.98) [0.13]	61 (51.70) [1.67]	150
SCORING	1 (12.66) [10.74]	1 (3.84) [2.10]	18 (21.92) [0.70]	118 (105.09) [1.59]	81 (75.49) [0.40]	219
FEEDBACK	1 (11.56) [9.64]	1 (3.51) [1.79]	22 (20.02) [0.20]	92 (95.98) [0.16]	84 (68.94) [3.29]	200
Column Totals	56	17	97	465	334	969 **(Grand Total)**

The chi-square statistic is 235.0948. The *p*-value is < 0.00001. The result is significant at $p < .01$.

Since P value is less than 0.01, the alternate hypothesis is accepted at 5% level significance. This tells us that there is a statistically significant association between SATISFACTION LEVELS AND FEATURES OF THE TOOL.

CHAPTER 5: FINDINGS AND SUGGESTIONS

5.1. FINDINGS OF THE STUDY

The objectives are accomplished in this project. The career path that fits marketing students/professional in Chennai using the diagnostic tool created has been identified. Their performance is studied by analyzing their inputs and responses to assessing the quality of the tool. The skill-set has been established using 4 different segments and Decision Making amongst marketing students/professional in Chennai city. The competency level of the users of the tool has been analyzed and responses are studied. Concerns of users in the following aspects have been statistically understood.

- User's relationship with their scores and their professions.
- User's experience of using the tool to identify their career path.
- Understand how relevant users found Decision Making questions.
- If the users had issues with the number of questions.
- Measures have been suggested to improve their efficiency in segments with low scores.
- Feedbacks have been suggested and career paths for their responses to the tool have been mapped.

From review of literature, it is found that

Marketing careers have always been abundance anytime, be it inflation or a deflation in an economy. Clarity among several roles in marketing among the students is less. In fact, many students are not aware of some jobs that have excellent earning potential in the field. The right skill and the right marketing job has always been a cause of concern. Students are not clear about what vertical they want when they choose marketing as their stream. Several studies have been made to find out about innovative methods to aid students to find their calling in the marketing industry. Employers find it difficult to acquire freshers who apply for roles they are not suitable for as they come in with no clarity of the industry or field they are entering. Several studies have been done to test the competencies of students to enhance skills to get better jobs in the field of HR and Operations but there is less or irrelevant work done to test the same on marketing students.

The findings from the statistical tool are the following:

- 52% of the respondents are MBA Students (first year and second year and just graduated) from colleges like LIBA, SRM, VEL TECH, SIST, etc. and 48% of the respondents are Entry-level professionals (working at entry level roles) in firms like thedatateam, Vestas, Wipro, Freshworks etc
- 114 respondents accounting to 57% are male and 56 respondents accounting to 43% are female.
- 22.5% of the respondents have completed their bachelors' degree, 77.5% of the respondents have completed their master's degree, 0% of the respondents have completed their Diploma and 0% of the respondents have completed their Doctorate.
- Maximum respondents accounting to 60% have 0 to 1 year experience. 35% of the respondents have 1 to 2 years of experience, 5% of the respondents have >2 Years of experience.
- Since P value is more than 0.05, the null hypothesis is accepted at 5% level with regard to Scores of Users and their professions. Hence there is no significance difference between Scores of Users and their professions.
- Since P value is more than 0.05, the null hypothesis is accepted at 5% level. Hence there is no significance relationship between Users and their relevancy to the tool. Though we can suggest there is some significance in tool being useful as the value is close to 0.05. Though data suggests 37.5% of Users (entry level professionals) have found the tool to be Very relevant. 41.5% of Users (Student) have found the tool to be Very relevant; the tool on the whole requires more samples to be tested to bring to a significant conclusion in it being helpful among several users.
- The output of the ANOVA analysis and we have a statistically significant difference between our group means. We can see that the significance level is 0.611, which is more than 0.005, therefore, there is no statistically significant relationship between users and their concerns for the number of questions.
- Using Chi-square test, there is a statistically significant association between the SEGMENTS OF THE TOOL and RELEVANCY.

- Using Chi-square test, there is a statistically significant association between SATISFACTION LEVELS AND FEATURES OF THE TOOL.

5.2. SUGGESTIONS

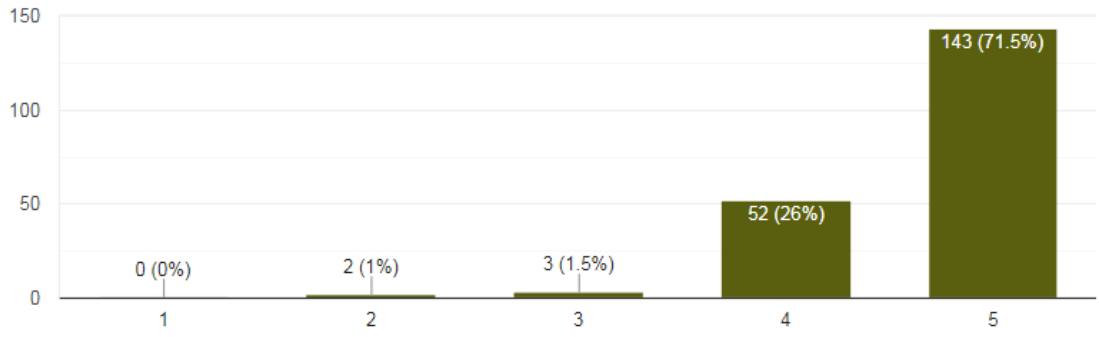
- The tool is an excellent preliminary test for students and entry-level professionals to use to identify their possible career path. So anyone in the world can potentially use it.
- It is important to have career guidance for students and entry-level professionals to have a satisfactory career growth.
- This tool gives ideas for a career path and also 1-on-1 interaction with MBAtrek guidance experts.
- Students and entry-level professionals, based on the insights from the tool, have found the content to be very relevant and engaging. Hence, it is important for business graduates to be ready and relevant in the marketing industry.
- The scores in the decision making sector did not have a great overall average. This calls for Students and entry-level professionals to prepare well on case studies and be conscious about day-to-day activities in the marketing business.
- This tool can be used to understand your conceptual areas of improvement.
- It is said, untouched by kind of reliable and predictable measures of success with a career choice, the average Indian youth is wasting 2-3 years of their education in the wrong direction! With increased awareness in the average household about career options which yield not only stability and security but also satisfaction, excellence, a sense of purpose and daily motivation, more and more youngsters are encouraged to take psychometric tests.
- Often used as diagnostic tools by educationists and career counselors to offer counselling, backed by credible data about students, psychometric tests have been used widely in India now. As a student, you are encouraged to choose life goals early, hone the required talent because this is the perfect time to fuel your growth, build aspirations around areas od interest and attain clarity of intent with every step you take towards career

selection. With a battery of assessments, you can better plan a career that is fulfilling and motivating and enter professions that you will be delighted about. Career counseling guided by psychometric assessments is geared towards identifying the hidden professional skills and talent inside you.

- If you are a young professional looking for successful career change, you need to gauge fitment with various aspects of a job and psychometric tests can help getting an idea about your skill sets, ambitions, and aspirations. However, the idea is to save time on all that prediction.
- One person can be good at leadership skills and another could be good in calculations, and yet, both would be unaware of that. If we get to know about these traits in the beginning, then it can help tremendously in making several career choices which will indirectly impact other aspects of life.
- Using psychometric tests at the right points in career decision making can save one from early career derailment, by a time-to-time evaluation of your performance in college or at work. Delaying important decisions on up skilling for quicker growth can waste lot of good time. Choosing careers based on family recommendations can lead to disconnection with your long-term life goals in future. Since these tools are developed after strong research and customer understanding, they are the best way to objectify the measures that are supposed to be non-measurable. It is therefore imperative to take help of these and pace up the next course of action in one's career.
- By analyzing the hobby classes you take or the extracurricular activities you participate in as well as assessing your performance in it, a career counsellor identifies your core interests. Many time, students aren't aware of their interests as the subject is ambiguous, a career counsellor, with its professional skills, identifies the preferences and assess it.
- Your social skills and habits play a significant role in your performance as a professional. An introvert can never be good in marketing and a person with more structured preferences might not be able to justify a job in a casual office setting. The guidance counsellor would consider all these aspects while offering you career guidance.

- It might be tough for a student to answer a question about considerable financial income but the choice makes an important aspect of choosing the right career path. The student may choose to be financially stable or might have thought of living a more freelance lifestyle. According to your answer, the guidance counsellor may suggest you the right courses to pursue.
- The guidance counsellor prepares career and personality tests for the students and asks them to answer the questions honestly. The assessment of the personality tests helps the professionals in narrowing down your career choices significantly.
- In addition to the above mention jobs, a guidance counsellor also uses a range of tools and techniques to help students decide the most suitable and lucrative career path.
- This tool enables to understand Marketing decision-making. It also involves manipulating such concepts as marketing-mix (to see how it affects sales), reasoning, developing decision alternatives, abstract thinking, and sometimes carrying out computations. This is what characterizes Analytical System thinking.
- Decision making should be practiced regularly and learnt by acquiring to become a great leader. Decision making is the process of making choices by identifying a decision, gathering information, and assessing alternative resolutions. Using a step-by-step decision-making process can help you make more deliberate, thoughtful decisions by organizing relevant information and defining alternatives
- Essentially, decision-making is all about choosing from the available options. The better choices you make, the better decision-maker you'll become.

5.3. CONCLUSIONS



143 Respondents have rated 5/5 with respect to the tool helping them identify their career path and 52 Respondents have rated 4/5. The tool has thus been instrumental in guiding users. Career counselling is more valuable than ever before. Let it be a student who is confused about which stream to choose or a professional who is worried about his career break. Career counselling has multiple folds and it helps students and professionals choose their dream career path. Earlier many people used to choose the career path because their friends and family told so, or just because it is so-called ‘popular’.

Students in India, especially, are not exposed to the concept of internships, or summer programs, college applications, course selection, or career counseling for that matter. Our education system doesn’t leave any scope for career or vocational development. I have to add that this trend is certainly changing in metros, and some schools are really making an effort to incorporate industry training and stimulate overall development. But it is not enough.

We don’t have enough career counselors, and we don’t give career counseling its due. We put way too much pressure on young kids to decide what they want to do for the rest of their lives when we ourselves had no idea where we were going when we were their age. This is why we need career counseling.

Psychometric testing can measure a number of attributes including intelligence, critical reasoning, motivation and personality profile. A psychometric test aims to provide measurable, objective data that can provide a better all-round view of a candidate’s suitability. It could be argued that psychometric testing offers some ‘scientific’ credibility and objectivity to the process of recruiting. It perhaps provides

a more fair and accurate way of assessing a candidate, as all applicants will be given a standardized test.

Advantages of Psychometric Tests	Disadvantages of Psychometric Tests
It is accurate and appropriate	Method can become a fake one
Cheap to acquire	Can make a candidate nervous
Highly cost saving	Incompatible with others
Unbiased approach	Not complete in the whole sense

Psychometric tests for marketing managers can include aptitude, skill and personality test in order to make an effective recruitment decision or even identify training needs to improve productivity and output.

This makes the tool all the more important as it is authenticated, verified and in testing. This tool has the following characteristics that are essential for a good psychometric test.

1. Objectivity:
The test should be free from subjective—judgment regarding the ability, skill, knowledge, trait or potentiality to be measured and evaluated.

2. Reliability:
This refers to the extent to which they obtained results are consistent or reliable. When the test is administered on the same sample for more than once with a reasonable gap of time, a reliable test will yield same scores. It means the test is trustworthy. There are many methods of testing reliability of a test.

3. Validity:
It refers to extent to which the test measures what it intends to measure. For example, when an intelligent test is developed to assess the level of intelligence, it should assess the intelligence of the person, not other factors.

Validity explains us whether the test fulfils the objective of its development. There are many methods to assess validity of a test.

Norms refer to the average performance of a representative sample on a given test. It gives a picture of average standard of a particular sample in a particular aspect. Norms are the standard scores, developed by the person who develops test. The future users of the test can compare their scores with norms to know the level of their sample.

5. Practicability:

The test must be practicable in- time required for completion, the length, number of items or questions, scoring, etc. The test should not be too lengthy and difficult to answer as well as scoring.

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APPENDIX – I QUESTIONNAIRE

1. Myntra aims to set goals to help project how you will fund their marketing in addition to creating a marketing plan that covers getting your message out to the marketplace.
What is the best of the following you can do to set the right funds to the right marketing action?

a. Increase sales volume. You can try to increase purchases by existing users of your product or service or to expand sales by attracting new customers.

b. You can make decisions using historical numbers, input from your salespeople and other objective data if you want to make accurate projections.

c. You can tie advertising buys to sales.

d. Tie Your Initiative to a Business Challenge (not just a sales or marketing challenge)

2. Generating traffic and leads seems to get harder instead of easier as more platforms become available. Many business owners spend all their time focused on social media, sharing out dozens of posts a week without any kind of return. It's frustrating, especially when it seems to work for other brands.

`As a digital marketing analyst, what do you see yourself choosing to do among the following to resolve this issue?

a. A lead nurturing email series to continue to engage with the lead and build trust so they're ready to purchase your product or service.

b. Create content your audience truly wants.

c. Develop buyer personas based on surveys with customers, market research, and any other information you can get your hands on.

d. Run a campaign to garner more attention.

3. Burger King was competing head to head with McDonalds, they were able to steal some of the market share with the simple slogan "have it your way." What happened and what did Burger King do?

a. McDonald’s failure to mention this even though the concept was present with them too has led burger king to use this to communicate the same offer but in a different way.

b. USP by Burger King allows their customers to feel that they are in control of what they want and allows them to feel that Burger King is satisfying their specific needs of food. It's different, it's unique.

c. Burger King made competition thrive and raised their business at the same time.

d. Marketing was proposed in a different way by Burger King. `

4. Fair and lovely changed to Glow and lovely in 2019. What was the reason to bring about this decision?

a. To develop safe, effective and affordable products which deliver glowing, even-toned and radiant skin.

b. To take forward the brand's journey towards a more inclusive vision of beauty.

c. To inspire women to create their own identity.

d. To promote multiple skin health benefits available to millions of consumers at an affordable price.

5. Joe, social media manager of thumbprint, wants to develop content that takes a short amount of time to produce, reach a broader target audience, and offer authentic user engagement.

What is the best solution he can provide to trend in 2020?

a. The Google algorithm continues to favor websites with video content, which makes these incredibly important both for marketing and SEO.

b. Make videos more educational than promotional.

c. Live stream any content to promote quickly and broaden the audience.

d. Blog accurate, regular content to retain readership.

6. Dale, in his last role as a marketing coordinator, was asked to build and launch a digital ad campaign, which was something he'd never done before. He wanted to refuse the task. He was later convinced by his manager to take it up.

What is the best way for Dale to proceed?

a. To read case studies of previous campaigns and choose the most successful one.

b. To hire freelancers who are better at it within the budget.

c. Take full responsibility and make decisions that are tried and tested.

d. Take a Mentor and take their guidance to study practices and implement the right strategy.

7. Domino's is known as one of the biggest pizza delivery chains in North America. Beyond the successful "tweet-to-eat" campaign, the company has another successful campaign is "Domino's Anyware" that showed a way to have pizza anywhere and anytime. Domino's Anywhere system lets customers order a pizza by any apps which are available in both IOS and Android systems with the standard of quickly, conveniently and technologically possible.

What did domino's gain by this for the long run?

a. Helps to engage customers' consumptions anytime and anywhere and helps to improve the sales budget as well.

b. Domino can generate and record a lot of potential customer data which they can use to develop the other efficient marketing campaigns.

c. Domino can improve their products or their promotion coupons, their supply chain management to match with customer needs and wants.

d. Domino shows customer data can advance performance.

8. The campaign Daag Acche Hai for Surf Excel has managed to engrave itself in consumers' hearts and minds with subtle branding.

What is the kind of concept they were going for?

a. Storytelling

b. Simple and direct

c. Instructional.

d. Real-time marketing

9. Brands are doing their best to create content that is original, relatable and shareable to go digitally viral. There are no signs of Social Media Marketing taking a backseat and brands are doing all they can to create better content. Amul, for

instance, uses current cause or issue and are ready with their opinionated poster overnight.

What do these posters instill about the brand into people?

a. The posters are usually a fun banter among people appreciating the creativity of the ad.

b. This long term content marketing that Amul associates with a little girl makes consumers develop brand trust.

c. It conveys the story from the perspective of a little girl in the poster making the brand even more human.

d. The poster is usually focused on the mass opinion of the people creating continuous engagement.

10. Amy conducted a client survey and found that the vast majority of clients don't use social media. She wishes to stop investing in social media channels.

Being a social media marketing intern, what is the best would you suggest?

a. Social media will help us understand how our decisions are perceived by people.

b. Social media will help us gain more clients who are following our work.

c. Clients not on social media now may join later when their need arises.

d. It is important to maintain a social media presence because it impacts your organic search presence on the web.

11. Most important habit a marketer must cultivate

a. Developing
b. listening
c. Suggesting
d. Sketching

12. Interpretation of trends in human behaviors which aims to increase the effectiveness of a product or service for the consumer is

a. Consumer Insights
b. Product Management
c. Brand engagement

d. Consumer trends.

13. Cal, being new into the business, got a satisfied client after months of working on their requirements. Overnight, he was bombarded with new works and had to hire extra staff to manage the additional clients. He realized he did not market his work yet.
What just happened here?

a. Social Media Marketing
b. Mass Marketing
c. Word of mouth marketing
d. Good publicity

14. Max is the social media support associate of a product firm. Some customer has left a negative review on the company's handle. How must max make the customer feel when he responds to it?

a. Important
b. Central
c. Dismissed (for possible lying)
d. No response.

15. What according to you is the key for business success?

a. Product Likeability
b. Growth Projections
c. Customer Trust
d. Customer satisfaction

16. Riley is building interest and enthusiasm by creating databases for customer preferences. This has led to

a. Avoid customer mistakes
b. Reactivate dormant customers
c. Deepen Customer loyalty
d. Decide which customer should receive special discounts.

17. Dave is joining Instagram as an influencer. Best way he can get more audience is

a. Post consistently for a long time having a type.
b. Target all the audience.
c. Post on all other platforms too.
d. b and c.

18. Jade goes to a shop and gets a painkiller (she does not care for a brand). As a customer, what does jade value more?

a. The product.
b. The benefit it gives.
c. The quality
d. The cost

19. Nick was asked to sell a pen to a room full of people who already had them.

”He told the people that he once grabbed a pen from his friend on the day of his marriage to sign his certificate. Being nervous, he put it down once and immediately picked it and went to sign it. The pen did not write. It made him feel embarrassed to know that he did not have the best pen on an important day of his. He told the people that this was the brand he ultimately signed with and the relief the smooth edges gave him was immeasurable. So he is giving it at half the price as this is the last pen he had with him.”

He then asked if anyone wanted it, everyone wanted to buy the 1 pen he had. What did Nick do here?

a. He sold the pen by lying.
b. He made the customers listen to his pitch.
c. He created an emotional need for the pen and added a sense of urgency.
d. He stirred the audience with his speaking abilities.

20. I was explaining to my customer how much my product’s service is beneficial to him amongst other companies pitching similar ones. What did I project here?

a) Positioning.
b) Branding.
c) Competitive Advantage
d) Value proposition

21. Gillette Vector Razor failed in India due to poor

a. Market research
b. Ad display
c. Ethical handling.
d. Production

22. Anna is creating a Brand Portfolio. In designing this, her focus should be on

a. Minimum market coverage
b. Categorize market coverage
c. Maximum market coverage
d. Brand house coverage.

23. Having a quick response time can have a really positive impact on the public perception of your brand. This is called as

a. Real-time marketing
b. Competitive marketing
c. Mass marketing
d. Creative marketing

24. Seth leverages the needs of the customer. He seeks to provide his customers with world-class service. What is he offering?

a. Co-Branding
b. Online Branding.
c. Service Branding
d. None of the above

25. What kind of branding is Elon-Musk?

a. Co-Branding
b. Online Branding.
c. Service Branding
d. Personal Branding

26. Nestle's "Good Food, Good Life" aims to trigger what amongst consumers?

a. Branding Awareness
b. Brand Identity
c. Brand Trust
d. Brand Recognition

27. Your Branding strategy is not working. You have the 4 things that you did to achieve a good response. Which step went wrong?

a. You had effective social media management.
b. Made strategies based on generalized assumptions for market needs.
c. You made targeted market efforts.

d. You adapted to the latest marketing trends.

28. Watches sold as jewellery is related to

a. Titan Raga
b. Swatch
c. Gold plus
d. Tanishq

29. This includes two visual signals of a brand – its character (e.g. Amul girl, Pillsbury doughboy) and its logo. Both are elements of brand identity. What is this?

a. Brand attitude
b. Brand Positioning
c. Brand Symbol
d. Brand Image

30. Shiloh knows that this includes two aspects of a brand – its associations and its personality. What is this?

a. Brand attitude
b. Brand positioning
c. Brand relationship
d. Brand image

31. Which of the following is part of a brand's identity?

a. Name
b. Personality
c. Price.
d. Perception.

31. Sonal was given a Sony laptop. She was curious about the label "intel inside". The next day, she was asked the same question in her quiz. The label is an example of

a. Corporate branding
b. Co-branding
c. Piggyback branding
d. Multibranding

32. When thinking about the product life cycle, Peter, a good manager knows that:

a. Sales and profits for individual brands always follow the same life cycle pattern as industry sales and profits.
b. The only stage in which products are introduced is the market introduction stage.
c. A product that is mature in one market may be in the growth stage in another international market.
d. All products will eventually earn a profit.

33. What is concept testing?

a. Building a concept for general ideas for the market.
b. Developing concepts for individuals for market profits.
c. Testing of new product of mass segment in the market.
d. Testing of new product concepts in a group of a targeted segment of the market.

33. Lilly, working as an intern for an ad company is curious as to why advertisements contain a pack shot. Why do you think so?

a. It is to help customers to recognize the packaging and remember the message of the advert.
b. It is a legal requirement.
c. It ensures customers will remember the advert and what product it was for.
d. It is a requirement of the advertising code of practice.

34. The first thing you and Cameron, your partner are asked to work on is a newsletter for representing the TOP 5 "branded house". What is a branded house?

a. A department store
b. An alternative name for corporate branding.
c. A single master brand which spans a set of sub-brands
d. A company that sells multiple brands

35. Which of the following you cannot do as a product manager?

a. Bridging gaps between different functions within the company and aligning all of the teams involved — namely marketing, sales, and customer support
b. Defining the release process and coordinating all of the activities required to bring the product to market.

c. Knowing what to build and what not to build.
d. Predict how long a product or brand will stay in each stage of the product life cycle.

36. Which statement is true about a product in the sales decline stage of the product life cycle?

a. Brand managers should phase-out this product as quickly as possible.
b. A declining product may still be profitable for some time so a gradual phase-out may be appropriate.
c. Customers will always abandon the declining product immediately if an alternative is available.
d. Phasing-out a product at this time is fairly easy and this strategy will cut future losses.

37. You will be assigned the role of a “market planner” with a sports brand. What role will you be performing?

a. Designing activities relating to marketing objectives and the changing marketing environment
b. Determines how income is distributed in a capitalist economy
c. Determines each and every step of product right from introduction to release.
d. Projects the market position of each product at specific time

38. Taking responsibility for failures or not meeting quality is called

a. Capability Maturity Model Integration (CMMI)
b. Standard Deviation
c. Cost of Non-Conformance
d. None of the above.

39. I made a prediction that in the product adoption curve, if there is a good early traction, then the probability of a product crossing the chasm is 99%. Do you think I am right?

a. Yes, definitely.
b. May be, not necessarily
c. No, absolutely no way
d. No opinion

40. Ravi is a product manager; launching a portal for Indian Rural Women. Which of the following will he treat as a priority while designing his product?

a. Focus on mobile as a device
b. Build a website that can render on low bandwidth
c. Focus on visual based delivery because of illiteracy
d. Focus on something that has mass pull

41. Advertising, public relations and sales promotion are three of the four traditional techniques of the promotional mix. The fourth is

a. Price
b. Direct mail
c. Word of mouth
d. Personal selling

42. What is the move made by Jake here that explains product placement?

a. In-store display
b. Paying for your product to be used as a prop in entertainment or cultural media
c. The final pack-shot in an advert
d. A sponsor's message shown at the beginning and end of a TV or radio programme

43. Dream 11 have booked an expensive ad slot during the IPL final. Technical problems arise and the ad is not shown. According to Schramm's communications model, what is this example of?

a. Noise
b. Distress
c. Breakdown
d. Coding

44. Jake is coordinating a series of marketing activities designed to achieve specific objectives. What is it called as?

a. Pull strategy
b. Campaign
c. Media
d. Gathering

45. Derek's cosmetics company has forecasted approximately £10 million sales for the coming year. They have decided to allocate £300,000 (3% of turnover) to marketing. Which budget setting method are they using?

a. Arbitrary method
b. Affordable method
c. Competitive parity method
d. Percentage of sales method

46. The Everest Company sells all sorts of standalone fires (e.g. heaters). Most of their customers are businesses who have a short-term problem such as a heating breakdown. To increase sales, they have decided to try and persuade people who live in rented accommodation, and who may want to increase the warmth of their homes without investing in the property, to buy these fires. Who is the primary target market for this campaign?

a. Landlords of rented property
b. Business owners
c. People who live in rented accommodation
d. Heating engineers

47. IMC (Integrated Marketing Communication) does not consider this aim of message delivery.

a. Clear message
b. Consistent message
c. Complementary use of the message
d. Writer oriented message

48. Jenny was given a freebie to encourage trial and purchase. What is the product called as?

a. Coupon
b. Sachet
c. Sample
d. Brochure

49. Which of the following is NOT an IMC tool ?

a. Sales Promotion
b. Personal selling
c. Public relation
d. Bottom Line

50. Joanna did a Face-To-Face interaction with more than buyers for the purpose of making presentations, answering queries and taking their orders directly and gained more customers than Duke, who preferred not to use this method. What was the method Joanna used?

a. Public relations
b. Personal selling
c. Direct marketing
d. Social media marketing

SURVEY AFTER USAGE OF TOOL

1. How satisfied were you with the following?

1 = Very dissatisfied; 2= somewhat satisfied 3 = neutral; 4= satisfied 5 = Very satisfied

FACTORS	1	2	3	4	5
Ease of use					
Relevancy					
No of questions					
Feedback					
Scoring					
Content					

2. How much would you rate each segment?

	Very relevant	Relevant	Not relevant
Marketing Communications			
Brand Marketing			
Customer marketing			
Product Marketing			
Decision Making			

3. How relevant and helpful do you think it was for your job/career path? (1 to 5) (Not relevant to Very much relevant)

4. How satisfied were you using the tool? (1 to 5) (Less satisfied to Very much satisfied)

APPENDIX – II

(ARTICLE)

A DIAGONOSTIC TOOL TO STUDY THE GENERAL AWARENESS OF MARKETING AMONG STUDENTS WHO WISH TO PURSUE A CAREER IN THE FIELD OF MARKETING

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ABSTRACT

Marketing careers have always been abundance anytime, be it on an inflated or a deflated economy. It is a fast-paced and an exciting industry. It is perfect for people who are efficient, decisive and strategic. The problem lies is finding the right path in the marketing field. Students find it difficult to assess their strengths and weakness and even entry level professionals find themselves in wrong roles. Hence, a diagnostic tool is created based on several studies in different aspects of marketing like communication marketing, Product marketing, Brand marketing and Consumer marketing.

Also this tool focuses on Decision Making, the important trait of a marketer. The tool leaves its users with scores on specific segments and feedback on how to improve skills to acquire right jobs in the marketing industry. A study has been conducted to understand users perspective of the tool. 104 marketing students and 96 entry level professionals from Chennai have been asked to use the tool and fill a satisfaction survey on the same. The students and entry level professionals have found the tool to be useful for identifying their career path. This tool opens up a path for further research in other branches of business like Finance, HR etc.

Keywords: marketing, tool, segments, Chennai.

1. INTRODUCTION

While the number of jobs in the marketing field will continue to increase over time, today's marketing landscape does not guarantee that a recent marketing graduate will obtain an entry-level job in marketing. To say that there is a "conventional career path" to become a marketing executive would be a stretch, but there is a rough outline of what one could expect when climbing the career ladder. According to a study conducted by the Bureau of Labor Statistics (2012), individuals hold an average of 11.3 jobs between the ages of 18 and 46 years old. While this may be surprising to older generations where it was common for someone to begin and end a career at the same company, many employees see job-hopping as the best opportunity for growth and material gain. Particularly in an environment where the economy has been blamed for a number of pay freezes and lack of budget for career development, employees may feel like the only way to move up is to move on. There are several tools which will help us identify the right path for users in terms over career. Career planning tools range in type and cost. Some are independent while others require the assistance of a counselor. Some are free while others cost money. This tool will give an idea about the border line interest in the field of marketing and it will enable you to understand which aspectst of marketing students are growing in and skills required to shine in their careers.

2. DEFINITION AND CONCEPT OF TOOL

Career Guidance refers to the advice and information about careers that helps individuals, especially young people, decide on a career and also teaches them how to pursue their chosen career [1]

2.1 DIAGONOSTIC TOOL

- Segments
- Process of the tool.

2.1.1 SEGMENTS

This tool tests your skill in one important trait in a workplace, named Decision making and 4 different career paths in marketing namely

- Product Marketing - Product marketing is a process of promoting and selling a product to a customer. Also, product marketing is defined as being the intermediary function between product developments and increasing product awareness. [2]

- Customer marketing- Consumer marketing is defined as creating and selling products, goods and services to individual buyers, as opposed to trying to appeal to businesses. Commercials trying to sell toys or books or movies to the average individual are examples of consumer marketing.

- Brand Marketing- Brand marketing is a way to promote your product or service by promoting your brand as a whole. Essentially, it tells your service's or product's story by emphasizing your whole brand.

- Marketing Communications - Marketing communication (MarCom) can be described as all the messages and media you deploy to communicate with the market. Marketing communication includes advertising, direct marketing, branding, packaging, your online presence, printed materials, PR activities, sales presentations, sponsorships, trade show appearances and more.

Good decision processes break down silos and improve performance. Marketers have always had to build brands, create demand, promote sales, and help their companies earn customers' loyalty. [3]

2.1.2 PROCESS OF THE TOOL.

The tool is a simple survey form with 50 questions. Each segment has 10 questions based on real life workings in the marketing industry. The questions are answered based on the user's current knowledge and the results are scores are individually presented in each segment thereby allowing the users to see which career path is probably a right fit for them. A study is then done to study the efficiency of the tool. [4]

2.2 SCOPE OF THE STUDY

- This tool gives feedbacks and possible career path which can help users navigate their career in the right direction.
- Students can make use of the tool to understand what aspects of marketing can be their forte and more importantly help entry level professionals recognize and relate to their workplace better or choose a suitable organization that fits them.
- Increases the awareness of the marketing industry amongst users and to determine why some are outstanding performers while others are not.

2.3 STEPS IN TOOL

1. First step is to fill in the tool to identify a path in the marketing industry.
2. Secondly brainstorming session has to be done in order to analyze the causes/reasons for the path identified based on the scores.
3. Next is to fill the response form that comes with the tool to understand the mindset of the user and to study the tool's efficiency.

Table 2.1 Tabular representation of respondent's profession.

TYPE	NO. OF RESPONDENTS	PERCENTAGE

Students	104	52%
Entry-level professional	96	48%
TOTAL	200	100%

From the above data, 52% of the respondents are MBA Students (first year and second year and just graduated) from colleges like LIBA, SRM, VEL TECH, SIST, etc. and 48% of the respondents are Entry-level professionals (working at entry level roles) in firms like thedatateam, Vestas, Wipro, Freshworks etc

Occurrence scale: This scale (Table 2.2) estimates the probability of satisfaction levels of the user to certain factors on a scale 1 to 5. 1 stands for Very dissatisfied; 2 for somewhat satisfied; 3 for neutral; 4 for satisfied and 5 for Very satisfied.

Table 2.2 Satisfaction Survey of the tool

FACTORS	1	2	3	4	5
Ease of use					
Relevancy					
No of questions					
Feedback					
Scoring					
Content					

Relevancy table: This scale (Table 2.3) estimates the probability of Relevancy levels of the user to the different segments of marketing. Each user was asked to rate how relevant the questions were to the possible career path they were predicted with.

Very Relevant is the highest option and not relevant is the least option. 200 respondents, who were asked to use the tool were asked to fill out this survey.

Table 2.3 Relevancy table

	Very relevant	Relevant	Not relevant
Marketing Communications			
Brand Marketing			
Customer marketing			
Product Marketing			
Decision Making			

3. METHODOLOGY

Though there are several quizzes and independent counselors, tools helps you develop a primary idea and get a clear vision of their ideal job. This tool is self explanatory and easy – to – use and more than anything the test questions have been developed after extensive studies on past and current marketing cases and decisions in the communications, branding, customer and product industries. [5]

3.1. OBJECTIVES

i. To identify the career path that fits marketing students/professional in Chennai using the diagnostic tool created and study their performance by analyzing their inputs and responses to assess the quality of the tool.

ii. To establish the skill-set using 4 different segments and Decision Making amongst marketing students/professional in Chennai city.

iii. To analyze the competency level of the users of the tool and study their responses.

iv. To statistically understand the concerns of users in the following aspects:

- User's relationship with their scores and their professions.
- User's experience of using the tool to identify their career path.
- Understand how relevant users found Decision Making questions.
- If the users had issues with the number of questions.
- To suggest measures to improve their efficiency in segments with low scores.
- To suggest possible feedbacks and career paths for their responses to the tool.

4. PROBLEM DESCRIPTION

This article attempts to identify the basic understanding of marketing among students who are interested to embark on a career in the same field in various roles (market analyst, sales, advertising, digital and email marketing etc). This is done using a tool that is an assessment to test the primary situational marketing concepts and assess their ability in this field. [6]

This project addresses the issue of

- Lack of awareness about the various fields in marketing.
- Confusion over work roles in various domains (example – confusion that marketing is primarily only a sales job).
- Lack of clarity among students in choosing their domains in marketing.
- A student's fit amongst the vast marketing industry.

This research tries to investigate the relationship between the dimensions of logical Intelligence and the job performance of the respondents and thereby to cross check whether the former influences the latter in a positive sense or not. [7]

5. PROBLEM ANALYSIS

Root cause analysis in this tool is driven by understanding the following cause of concerns:-

- Number of questions in the tool.
- Significance of tool among users for their career.
- Scores of users related to their profession.

5.1 NUMBER OF QUESTIONS

Number of questions in the tool was 50. Due to this, when the tool was tested, some users found the endless questions tiring. To test this, ANOVA was used to evaluate the responses to concerns regarding the length of questions.

Table 5.1 No.of.Questions

	Sum of squares	**df**	**Mean square**	**F**	**Sig.**
Between groups	.131	1	.131	.260	.611
Within Group	99.949	198	.505		
TOTAL	100.080	199			

Since P value is more than 0.05, the null hypothesis is accepted at 5% level with regard to users and no.of.questions. Users are concerned regarding the No.Of.Questions on the tool.

5.2 USEFULNESS OF TOOL

The second parameter is hitting a checklist on whether the tool was useful to respondents and if it helped in identifying their career path. This was necessary to understand if the tool has worked in favor of them so that it can be developed to provide deeper insights into the industry and can be expanded to different career options among other industries.

Table 5.2 Usefulness of tool

	Sum of squares	**df**	**Mean square**	**F**	**Sig.**
Between groups	1.062	1	1.062	3.477	0.064
Within Group	60.458	198	.305		

TOTAL	61.520	199			

Since P value is more than 0.05, the null hypothesis is accepted at 5% level with regard to Users finding the tool useful in identifying their career path. Hence there is a significance relationship between Users and their relevancy to the tool. According to data, 37.5% of Users (entry level professionals) have found the tool to be Very relevant. 41.5% of Users (Student) have found the tool to be Very relevant.

5.3 SCORES OF USERS AND PROFESSION

Moving on to the third parameter, the professions of the users were studied to understand if their profession had any influence on their scores after using the tool. For students, scores were based on what they learnt and for entry-level professionals, it is based on their learning and primary experience at workforce (related or unrelated).

Table 5.3 Scores and Professions

	Sum of squares	**df**	**Mean square**	**F**	**Sig.**
Between groups	1853.231	1	1853.231	3.249	0.073
Within Group	112938.449	198	570.396		
TOTAL	114791.680	199			

Since P value is more than 0.05, the null hypothesis is accepted at 5% level with regard to Scores of Users and their professions. Hence there is no significance difference between Scores of Users and their professions. Thus, there is no enough evidence that their scores are related to their profession. The scores obtained in the tool is based on the performance at that time of using the tool.

6. RESULTS

52% of the respondents are MBA Students (first year and second year and just graduated) from colleges like LIBA, SRM, VEL TECH, SIST, etc. and 48% of the respondents are Entry-level professionals (working at entry level roles) in firms like thedatateam, Vestas, Wipro, Freshworks et. 114 respondents accounting to 57% are male and 56 respondents accounting to 43% are female. 22.5% of the respondents have completed their bachelors' degree, 77.5% of the respondents have completed their master's degree, 0% of the respondents have completed their Diploma and 0% of the respondents have completed their Doctorate. Maximum respondents accounting to 60% have 0 to 1 year experience. 35% of the

respondents have 1 to 2 years of experience, 5% of the respondents have >2 Years of experience. [8] In factors, the following has been inferred:-

- “No of questions” has received 113 “somewhat satisfied” criteria, a lower rating and 60 Very satisfied rating.
- “Ease-of-use” has received 117 satisfied and 58 Very satisfied rating.
- “Relevancy” has received 94 satisfied and 84 Very satisfied rating.
- “Feedback” has received 92 satisfied and 84 Very satisfied rating.
- “Scoring” has received 118 satisfied and 61 Very satisfied rating.
- “Content” has received 75 satisfied and 61 Very satisfied rating.

7. CONCLUSION

37.5% of Users (entry level professionals) have found the tool to be Very relevant. 41.5% of Users (Student) have found the tool to be Very relevant. Since P value is more than 0.05, the null hypothesis is accepted at 5% level with regard to users and no.of.questions. Users are concerned regarding the No.Of.Questions on the tool.

The tool is an excellent preliminary test for students and entry-level professionals to use to identify their possible career path. So anyone in the world can potentially use it. [9] It is important to have career guidance for students and entry-level professionals to have a satisfactory career growth. Students and entry-level professionals, based on the insights from the tool, have found the content to be very relevant and engaging. Hence, it is important for business graduates to be ready and relevant in the marketing industry [10]. The scores in the decision making sector did not have a great overall average. This calls for Students and entry-level professionals to prepare well on case studies and be conscious about day-to-day activities in the marketing business. [11] This tool can be used to understand your conceptual areas of improvement. It is said, untouched by kind of reliable and predictable measures of success with a career choice, the average Indian youth is wasting 2-3 years of their education in the wrong direction! With increased awareness in the average household about career options which yield not only stability and security but also satisfaction, excellence, a sense of purpose and daily motivation, more and more youngsters are encouraged to take psychometric tests. [12]

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