

Title: Aligning Education with Market Demands: A Case Study of Marketing Graduates from Daffodil International University

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Abstract: This study conducted a comprehensive tracer analysis of 197 graduates from Daffodil International University's Marketing bachelor program between 2019 and 2022. The main objective was to evaluate the program's alignment with labor market requirements and its effectiveness in equipping students with the necessary skills to navigate the complexities of the global market. A cross-sectional descriptive design was employed, utilizing a survey questionnaire as the primary data collection instrument. The target population consisted of graduates of the marketing program, selected through purposive sampling to ensure the inclusion of individuals with relevant experience. Data were analyzed using descriptive statistics to identify trends and percentages. Key findings revealed a significant gender disparity, with more male graduates than female, and high unemployment rates, which highlighted ongoing employment difficulties. While 75.5% of graduates affirmed the curriculum's relevance to their professional roles, a gap was noted between the theoretical knowledge imparted and its practical application. The study suggests integrating comprehensive career preparation and extensive networking opportunities into the curriculum to mitigate employment barriers. Additionally, enhancing the curriculum to support entrepreneurial ventures is recommended. The findings emphasize the importance of ongoing curriculum revisions and the development of dynamic career support services to improve graduate employability and adapt to the evolving demands of the marketing profession. This research provides valuable insights for policymakers, curriculum developers, and educational researchers to enhance the relevance of higher education to the workforce, facilitating successful transitions into the labor market.

Keywords: DIU marketing graduates; tracer study; transition employment; curriculum; skills

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