

Exploring the Widely Used Subjects by Marketing Professionals among WISE College Students

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Abstract

The marketing management major at Co-operative University, Thanlyin plays a vital role in promoting the skills of marketing professionals. This research is to understand the needs, wants and interest of marketers. The objective of the study is to explore the useful subject of marketing professionals among WISE College Students. The primary data are taken with survey method that is collected by using semi-open questions and multiple choice questions. The 80% respondents are collected by using descriptive statistics with simple random sampling, and questionnaires are distributed to marketing professional among WISE College students. In this research, the subjects delivered by marketing management major at Co-operative University are comprehensive for marketing professionals according to the data. All of the respondents want to study Digital Marketing, and moreover, they want this subject to add as Bachelor Degree of Marketing Management Major. Because of the difficulties in studying pricing strategy in private universities, it is needed to add this subject as a human resource development program, if there can be sufficient resources in the department. In analyzing the data, marketing management major students have got great opportunities for work and they are in touch with marketing workplace areas as these subjects offered by marketing management major are complete.

Key words: Principles of Marketing, Pricing Strategies, Consumer Behavior, Marketing Research, Marketing Communications, Retail Management, Brand Management, Service Marketing, Sale and Distribution Management, Customer Relationship Management

I. Rationale of the Study

In market-oriented economy, marketing professionals provides the engine that drives sales. Moreover, marketing professionals understand the market trends, market analysis, strategies, Consumer Behavior, Marketing Research, Marketing Communications, Retail Management, Brand Management, Service Marketing, Sale and Distribution Management, Customer Relationship Management. In addition, marketers need to maintain older customer and catch the attention of new customers. In order to be a successful business, marketers have to determine marketing tools and strategies to attract customers. Besides, the data analyzed by marketing researchers provide not only invention but innovation in producing the new product. In Myanmar, marketing professionals play a vital role to expand market areas and to have the insight of potential market share in order to support the business. Therefore, they have to know the important marketing tools and strategy which are applied in business.

II. Objective of the Study

- To explore the widely used subject by marketing professionals among WISE College Student

III. Research Methodology

This research explores the marketing professionals' useful subjects among WISE College students. This study is conducted by using primary data that are taken with survey method which is collected by using semi-open questions and multiple choice questions. The respondents are collected by using descriptive statistics with simple random sampling, and questionnaires are distributed to marketing professionals among WISE College students.

IV. Scope and Limitations of the Study

This study only analyzes exploring the widely used subjects by marketing professionals among WISE College students. There are total numbers of 11 batches in BMHD. The selected batches are BMHD Batch 8 to Batch 11. Due to limited time and cost, 80% of Marketing Professionals among WISE College students are collected.

V. Literature Review

The basic principles of marketing consist of product, price, place and promotion. Together, these four principles are known as the '4P' (for its initials in English) marketing, and include the integration of marketing. For a marketing strategy to be effective, the four components must be used correctly. The challenge for business owners and industry professionals is to determine the appropriate method for each area, and integrate successfully.

Price is the value that is put to a product or service and the result at a complex set of calculations, research and understanding and risk taking ability. A pricing strategy takes into account segments, ability to pay, market conditions, competitor actions, trade margins and input costs, amongst others. It is targeted at the defined customers and against competitors. There are several pricing strategies such as premium pricing, penetration pricing, economy pricing and skimming strategy. These are the four basic strategies, variations at which are used in the industry.

Consumer Behavior is the study of how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It refers to the actions at the consumers in the marketplace and the understanding motives for those actions. Marketers expect that by understanding what causes the consumers to buy particular goods and services, they will be able to determine – which products are needed in the marketplace, which are obsolete, and how best to present the goods to the consumers.

Marketing Research is the process at gathering, analyzing and interpreting information about a market, about a product or service to be offered for sale in that market, and about the past, present and potential customers for the product or service, research into the characteristics, spending habits, location and needs at the business's target market, the industry as a whole, and the particular competitors.

Marketing planning is the preface to any business enterprise. Planning is deciding at present as to what we are going to do in the future. It involves not only anticipating the consequences of decisions but also predict the events that are likely to affect the business. Marketing planning is to direct the company marketing efforts and resources towards present marketing objectives like growth, survival, minimizing risks, maintain status-quo, profit maximized, service to customers, diversification and image builds,...

Marketing communication refers to the means adopted by the companies to convey messages about the products and the brands they sell, either directly or indirectly to the customers with the intention to persuade them to purchase. In other words, the different medium that company adopts to exchange the information about their goods and services to the customers is termed as Marketing Communication. The marketer uses the tools of marketing communication to create the brand awareness among the potential customers, which means some image of brand gets created in their minds that help them to make the purchase decision.

Brand management is a function of marketing that uses techniques to increase the perceived value of a product line or brand over time, Effective brand management enables the price of products to go up and builds loyal customers through positive brand associations and images or a strong awareness of the brand.

Sales refer to the exchange of goods against money or service. It is the only revenue generating function in an organization. Distribution is the process of making a product or

service available for use or consumption to the end customers or business. Distribution could be of the following two types such as direct distribution and indirect distribution.

Customer relationship management is a term that refers to practices, strategies and technologies that companies use to manage and analyze customer interactions and data throughout the customer lifecycle, with the goal of improving customer service relationships and assisting in customer retention and driving sales growth. CRM systems compile customer data across different channels, or points at contact between the customer and the company, which could include the company's website, telephone, line chat, direct mail, marketing materials and social media. CRM systems can also give customer facing staff detailed information on customers' personal information, purchase history, buying preferences and concerns.

VI. Analysis of the Widely Used Subject by Marketing Professionals

In this research, the analysis explores the useful subjects of Marketing Professionals among Wise College students. The data is analyzed by using Statistical Package for Social Science.

A. Profile of the Respondents

In this section, profile of the students is presented with marketing professionals based on gender, age, educational level, position, experience and types of job.

Table1: Profile of the Respondents

Particular	Frequency	Percentage
Gender		
Male	32	40%
Female	48	60%
Total	80	100%
Age level		
20-25	37	46%
25-30	28	35%
>31	15	19%
Total	80	100%
Educational Level		
Bachelor	80	100%

Total	80	100%
Job Position		
Marketing Staff	59	74%
Marketing Supervisor	4	5%
Marketing Manager	15	18%
Founder	2	3%
Total	80	100%
Types of Job		
CMHL	56	70%
CB Bank	9	11%
Toyota Car Showroom	10	13%
Medical Service	5	6%
Total	80	100%
Working Experiences in Marketing Field		
1-3 years	35	44%
4-6 years	25	31%
6-10 years	16	20%
>11 years	4	5%
Total	80	100%
Introduction with Subjects		
Newspaper	7	8%
Magazine	5	6%
Book	68	86%
Total	80	100%
Studying Campus		
Private College or University	45	56%
Public University	35	44%
Total	80	100%

Usage for years with subjects		
>3 months	-	-
3-6 months	14	17%
6months -1 year	10	13%
2 years-3 years	17	21%
4 years -6 years	23	29%
>7 years	16	20%
Total	80	100%
Comprehensive with these subjects		
Yes	60	75%
No	20	25%
Total	80	100%
Engagement with these subjects in workplace		
Yes	75	94%
No	5	6%
Total	80	100%
Benefitting with these subjects in workplace		
Yes	80	100
No	-	-
Total	80	100%

Source: Survey Data (Nov, 2019)

As shown in Table 1, there are 80 respondents in this study from Wise College students. According to gender, the percentage of female respondents is higher than male respondents. It means that female population is larger than male population appearing in birth rate, Myanmar. Moreover, 37% of young people are more dominated in marketing field and all of the respondents have got Bachelor Degree in educational level. The table shows that 59 of the marketing staff are participating in this survey and types of job are from 56 respondents of City Mart Holding Limited,

11% of the respondent of CB Bank, 10 respondents of Toyota Car Showroom and 6% of Medical Service person. Most respondents have 1 year and 3 years working experience in marketing field. The most 86% of the respondents knew concerning with the marketing subjects in book and the 56 percentage of respondents studied the marketing subjects in private universities. This is because Bachelor degree specializing marketing management is conferred for the first time by Co-operative University last few years. However, other Economics Universities teach their marketing subjects only as a portion. Most of the respondents use the marketing subject in their respective workplace. 75% of respondents answer that the subjects concerned with marketing are comprehensive for marketing professionals. Corresponding with the table, the subjects delivered by Marketing Management major at Co-operative University are engaged and benefited in marketing workplace areas.

Table 2: The Useful Subjects of Marketing Professionals

Particular	POM	PS	CB	MR	MP	MC	RM	BM	SM	SDM	CRM
	Frequency										
Knowledge with these subjects	18	15	32	13	23	22	30	21	18	21	21
Studied these subjects	29	10	21	27	29	18	15	18	10	37	14
Utility in workplace	30	18	21	25	29	18	10	29	11	46	16
Mostly usage in workplace	31	16	13	20	26	19	6	25	11	36	6
Usage in workplace with one year	12	2	9	14	9	17	11	23	9	41	8
Difficulty in studying at Private	20	50	20	21	17	15	16	13	17	18	11
Need of the subjects for	18	15	32	13	23	22	30	21	18	21	21

Marketing Professionals											
Want of the subjects for Marketing Professionals	16	14	14	17	15	16	26	20	21	30	20
Marketing Professionals Interesting	19	12	31	13	25	21	36	27	19	21	25

Source: Survey Data (Nov, 2019)

According to this analysis, all of the respondents understand these subjects and use in actual workplace with marketing areas. In private study, pricing strategy is difficult to study for marketing professionals.

VII. Findings

In this research, the subjects delivered by marketing management major at Co-operative University are comprehensive for marketing professionals according to the data. All of the respondents want to study Digital Marketing, and moreover, add to support this subject to Bachelor Degree at Marketing Management Major. Owing to the subject of pricing strategy is difficult to study in Private University, Human Resource Development Program need to be considered this subject if there are sufficient resources. In analyzing the data, marketing management major students have got great opportunities for work and they are in touch with marketing workplace areas as these subjects offered by marketing management major are completion.

VIII. Conclusion

The study emphasizes exploring the widely used subject by marketing professionals among WISE College Student. If time and cost are not restricted, further research is encouraged it to study other workplace areas.

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