

## **Feasibility of Offering BS Marketing Program in A Local College at Angeles City**

Roilan H. Adona<sup>1</sup>, Vhia R. Alfonso<sup>1</sup>, Jermaine T. Cordero<sup>1</sup>, Princess Diana M. Guinto<sup>1</sup>, Mariella D. Panlican<sup>1</sup>, Adrian Dale S. Torres<sup>1</sup>, Lovell M. Abello<sup>2</sup>

<sup>1</sup>*Bachelor of Science in Accountancy, Institute of Business and Management, City College of Angeles*

<sup>2</sup>*Program Coordinator, Bachelor of Science in Accountancy and Faculty Member, Institute of Business and Management, City College of Angeles*

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*Today, BS Marketing program is considered to be an in demand and flexible course that opens doors for various business opportunities. This proposal is a way to help and to serve a lot of students especially those from Angeles City. The purpose of this study is to identify the possible need for and the potential support of a four-year Marketing program in a local college in Angeles City. It caters to the graduates who took up the Accountancy, Business, and Management (ABM) strand in their Senior High School. The questionnaire method was used in conducting surveys to the ABM students of local senior high schools in the city. A structured questionnaire was floated to students using convenience sampling. Data were analyzed through means of frequency of response and percentages. Results reveal that out of 285 ABM students, 131 (45.96%) students want to pursue a career in marketing. Of the students asked, 50.88% or 145/285 of the respondents indicated that they would attend City College of Angeles for a four-year Marketing program. This is a good initial enrollment for the local college as it can facilitate two to three sections per program per academic year. From the 10 different marketing related jobs, ABM students ranked their preferences from 1 to 6. Marketing Manager and Bank Cashier got the highest number of percentages with 19.19%, followed by Restaurant Manager with 12.42%, and Advertising Manager with 11.72%. This indicates that a marketing program entails many job opportunities which can help students easily enter their desired business careers. Some students expressed hesitation to enter college because of feelings of being ill-equipped. Recommendations include encouraging students and opening their minds to continue and to finish their college education. An effort should be made to assist Senior High School ABM teachers in Angeles City in teaching their students more about the career opportunities in marketing education. A follow-up study should be undertaken five years after the program is initiated to assess whether it (WHAT?) to all concern.*

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*Keywords: feasibility, tuition-free, marketing program, local college, convenience sampling*

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### **Introduction**

Balingbing (2014) claimed that institutions of higher education are accounted as the main source of class labor force, technology, and knowledge in whichever state in its aim to reach the desired level of growth. Education is the current requirement for future demands. It is the world's necessity to provide educational programs that will manifest to be advantageous to the association.

Goddard (1962) mentioned that in order for a student to continue his/her education beyond the high school level, there are still some factors to consider. In addition to his mental ability, a student's probability of attending college will depend on a number of factors like the cost, convenience, and the availability of appropriate and desirable educational programs. Pruitt (1978) noted that students pursue higher education if they see that there is a desirable and

reasonable program that is economically feasible and readily available for them. With this, the motivation becomes strong enough to take the first step and pursue higher learning.

Today, BS Marketing program is deemed to be one of the most in demand and flexible courses that offers many business opportunities. Most students who want to enter businesses usually enroll in marketing courses because of the specialization in techniques and strategies that they may gain from it. This will later on serve as the foundation to contribute to the company. A feasible solution to this increasing demand of education is the implementation of BS Marketing in a local college in Angeles City. This proposal can help and serve a lot of students in making their dreams and goals achievable with quality and tuition-free education offered by the institution.

The opportunity of the study is that there are no evidences to support or deny the offering of BS Marketing in a local college in Angeles City. Prior to implementing such program, there is a need to identify first its feasibility.

The purpose of this study is to identify the possible need for and the potential support of a four-year Marketing program in a local college in Angeles City from students in the Accountancy, Business, and Management (ABM) strand. In an effort to do this, the related questions to be answered are:

1. How many high school students in the area plan to continue their education at a college, university, or technical school?
2. How many high school students in the area are planning to pursue a career in marketing?
3. How many high school students in the area are currently participating in their schools' marketing activities (business enterprising simulation)?
4. How many high school students in the area would enroll at City College of Angeles for a four-year BS Marketing program?
5. What are the marketing job preferences of the high school students?

According to Balingbing (2014), the significance of the study is not only to provide educational programs that meet the current needs and to achieve the expected demands in the future but also to secure that the programs offered are of good quality. The Department of Labor and Employment (DOLE) launched Project Jobs Fit: The DOLE 2020 Vision that focuses on the most in-demand and hard-to-fill posts in the country. The Labor Department desires to reveal that in opposition to most of others' beliefs, there are posts available in the country. The expanded world is aware of the significance of the accredited programs and acknowledges their credentials. It is very important that educational programs should be acknowledged and that the institutes must also work in getting these credits. In addition, all educational institutions like schools, colleges, and universities should make progressive developments in the degree programs they already offer, accredited or not. It is also a must that the overall conveyance of knowledge be improved, from all aspects.

According to Forlales (2018), to offer competitive human employment in the Philippines remains to be the requirement for higher education institutions (HEIs) in the country. Considering the labor force demands from the society and the budgetary capital of universities, rationalization of program offerings became a critical management task. Winters (2014) posited that as budgets continuously get exhausted every year, college institutions conduct researches on market firms to validate their current and potential academic programs. Numerous colleges require feasibility studies as a part of the program agreement operation and for quality concern.

Also, the Commission of Higher Education (CHED) mandates the writing of feasibility researches on recommended program offerings.

Hofstrand, Don, and Clause (2009) emphasized that the main commitment of a feasibility research is to ascertain the probability for success of a projected business venture. Given the academic programs, Balingbing (2014) professed that the world needs to offer educational programs that will benefit the general public. Forlales (2018) stated that the adherence resonates the requirement of colleges in building professional leaders in advanced education, sciences and technology, information technology, agriculture, fisheries, and forestry.

Local colleges can acknowledge and are acknowledging the new practicalities of the evolving world, the speedy boosting of technologies, the new social and family formation, the endangered environment, and the universalization of communities and the workplace. The conflicting demands of short capital and the growing demands for services and accountability needs that local college employees face need a close assessment of past, present, and future necessities of the section they assist. With this procedure, they will be able to successfully achieve being a mandated premier local college. By adapting careful planning and control, personnel serving a community college can foresee needs and improve resources to fulfill those needs. This research desires to be a catalyst in improving competent academic programs of high quality that are successfully enhanced and overseen to have an assurance that they will pursue meeting the needs of the vastly growing knowledge-based sector in the country.

## **Methodology**

This research is an examination into the feasibility of offering a BS Marketing program in City College of Angeles. It was structured to answer inquiries related to the feasibility of offering the said program, including its implementation.

This study conducted a survey in Senior High Schools in Angeles City that offer the Accountancy, Business and Management (ABM) strand, namely: Angeles City National High School – Senior High School, Angeles City Senior High School, Angeles University Foundation, Holy Angel University, Republic Central Colleges and Systems Plus College Foundation. The questionnaire method was conducted in the said locales to determine the interests of the respondents in enrolling in a BS Marketing program and their desire to enroll at City College of Angeles. The respondents of the study were chosen using convenience sampling as it is a time efficient method. (See *Appendix A*)

Interviews were also conducted to people who work in industries in Angeles City that employ marketing graduates, the Head of the Finance Office, and the dean of the Institute of Business and Management of City College of Angeles. Their comments and suggestions regarding the new program were sought.

### *Data Collection*

The questionnaires were given during the fourth week of September 2019 to the participating schools. A follow-up was made to schools that did not return their questionnaires by October 11, 2019. Questionnaires were completed on October 15, 2019, excluding those from Angeles University Foundation and Systems Plus College Foundation who refused to be respondents of the study.

The interview with the Head of the Finance Office of City College of Angeles was conducted in September 2019 while that with the President of the said college was conducted in

October 2019 through the help of Mr. Michael Meneses and with the permission of Ms. Amor I. Barba, Dean of the Institute of Business and Management at City College of Angeles.

### Data Analysis

The results of the questionnaires were tabulated and reported according to frequency of choice, the number of respondents choosing each category and the percent of the respondents choosing for the areas of interest within the marketing aspect of Sales and Marketing education. The results of the interview from the CCA President and Finance Head are shown as an indicator of whether the administration supports the implementation of the program.

### Results

The data presented in this chapter were drawn from: (1) questionnaires administered to senior high school students in Angeles City taking up Accountancy, Business and Management (ABM) strand from Angeles City National High School–Senior High School, Angeles City Senior High School, Holy Angel University, and Republic Central Colleges; (2) interviews with businesses in Angeles City, Pampanga; and (3) interviews from the President, Finance Head, and Dean of Institute of Business and Management at City College of Angeles.

#### Student Questionnaire

About 285 questionnaires were completed by ABM students from senior high schools in Angeles City, Pampanga. The questionnaire was analyzed through means of frequency of response and percentages. The results of the five questions are given in order below:

*Table 1. Number of ABM Students Planning to Continue Education after High School in a College, University, or Technical School*

Name of School	Sample Size	Question 1							
		C	%	U	%	T	%	O	%
Angeles City National High School – Senior High School	125	87	69.60%	30	24.00%	1	0.80%	7	5.60%
Angeles City Senior High School	58	30	51.72%	25	43.10%	0	0.00%	3	5.17%
Holy Angel University	60	3	5.00%	57	95.00%	0	0.00%	0	0.00%
Republic Central Colleges	42	18	42.86%	23	54.76%	1	2.38%	0	0.00%
<b>TOTAL</b>	<b>285</b>	<b>138</b>	<b>48.42%</b>	<b>135</b>	<b>47.37%</b>	<b>2</b>	<b>0.70%</b>	<b>10</b>	<b>3.51%</b>

*Table 2. Number of ABM Students with Affirmative and Negative Responses in Pursuing a Career in Marketing*

Name of School	Sample Size	Question 2			
		YES	%	NO	%
Angeles City National High School – Senior High School	125	65	52.00%	60	48.00%
Angeles City Senior High School	58	38	65.52%	20	34.48%

Holy Angel University	60	9	15.00%	51	85.00%
Republic Central Colleges	42	19	45.24%	23	54.76%
<b>TOTAL</b>	<b>285</b>	<b>131</b>	<b>45.96%</b>	<b>154</b>	<b>54.04%</b>

*Table 3. Number of ABM Students Currently Participating and Not Participating in their Schools' Marketing Activities (Business Enterprising Simulation)*

Name of School	Sample Size	Question 3			
		YES	%	NO	%
Angeles City National High School – Senior High School	125	48	38.40%	77	61.60%
Angeles City Senior High School	58	31	53.45%	27	46.55%
Holy Angel University	60	54	90.00%	6	10.00%
Republic Central Colleges	42	21	50.00%	21	50.00%
<b>TOTAL</b>	<b>285</b>	<b>154</b>	<b>54.04%</b>	<b>131</b>	<b>45.96%</b>

*Table 4. Number of ABM Students with Affirmative and Negative Responses in Enrolling to the Program at City College of Angeles*

Name of School	Sample Size	Question 4			
		YES	%	NO	%
Angeles City National High School – Senior High School	125	73	58.40%	52	41.60%
Angeles City Senior High School	58	36	62.07%	22	37.93%
Holy Angel University	60	24	40.00%	36	60.00%
Republic Central Colleges	42	12	28.57%	30	71.43%
<b>TOTAL</b>	<b>285</b>	<b>145</b>	<b>50.88%</b>	<b>140</b>	<b>49.12%</b>

*Table 5. Job Preferences of the ABM Students*

JOB TYPE	Question 5				TOTALS	%
	ACNHS	ACSHS	HAU	RCC		
Dept. Store Manager	42	11	21	8	<b>82</b>	<b>8.28%</b>
Bank Cashier	75	35	52	28	<b>190</b>	<b>19.19%</b>
Marketing Manager	80	32	51	27	<b>190</b>	<b>19.19%</b>
Clothing Salesperson	12	4	0	5	<b>21</b>	<b>2.12%</b>
Insurance Sales Person	15	8	12	4	<b>39</b>	<b>3.94%</b>
Personnel Specialist	15	2	6	3	<b>26</b>	<b>2.63%</b>
Real Estate Salesperson	12	12	6	5	<b>35</b>	<b>3.54%</b>
Restaurant Manager	67	23	15	18	<b>123</b>	<b>12.42%</b>
Advertising Manager	48	28	21	19	<b>116</b>	<b>11.72%</b>
Secretary	28	15	30	15	<b>88</b>	<b>8.89%</b>
Others	39	11	21	9	<b>80</b>	<b>8.08%</b>
<b>TOTALS</b>	<b>433</b>	<b>181</b>	<b>235</b>	<b>141</b>	<b>990</b>	<b>100.00%</b>

Table 5 presents the responses of the respondents when asked about their job preferences. Based on the results, the most popular job preferences were marketing manager and bank cashier. The second most popular preference was for a restaurant manager, followed by advertising manager.

### *Remarks from Employers*

All of the respondents added some opinions and recommendations relevant to the demand of their specific businesses. Some of the opinions and recommendations are added in this section of the study.

Courses in human relations and bookkeeping were suggested to be included in the curriculum and that salesmanship should be a fundamental part of the program. Majority of the respondents' comments indicated that this type of program would be more useful to the students as well as to the community. Also, some of the respondents even went to City College of Angeles to form partnerships and want CCA students to render OJTs in their respective companies. Most of them also indicated that the need for the program grows every day.

### *Interviews with the CCA President and Finance Head*

Dr. Richard Daenos, President of the City College of Angeles and Mr. Joshua De Guia, Finance Office Head were interviewed regarding their comments and suggestions regarding the study.

Dr. Daenos answered that offering the said program in the college is not a priority during that moment as there is still a need to study the market needs for marketing graduates. The president also commented that it is best to leave the designing of the curriculum to people who are in the industry in order to ensure that the program will be effective. On the other hand, Dr. Daenos answered affirmatively when asked if he is willing to share his opinion in the design of the curriculum for the said course offering.

The Head of Finance Office, Mr. Joshua De Guia also answered that during that time the budget of the school would not be able to support the offering of a four-year BS Marketing program at City College of Angeles. Then again, he mentioned that it may be possible for the school to implement the program in the next two to three years. Mr. De Guia also said that there is no need to add buildings but to install additional classrooms instead. He added that additional faculty members with enough knowledge and specialty in Marketing should be hired.

### *Interview with the IBM Dean and Finance Head*

In relation with the responses regarding budget restrictions, a separate interview was conducted with the Dean of the Institute of Business and Management, Mrs. Amor I. Barba. Another interview was also staged with the school's Head of Finance Office, Mr. Joshua De Guia, to gather more data that became helpful to project a budget requirement for a four-year Marketing program.

The Dean, Mrs. Barba, is receptive to the idea of implementing the Marketing program in the college. As per the Dean, there is no doubt regarding the number of enrollees because most of the colleges in the community have a larger number of marketing students. This means that the Marketing program is in demand. Also, there are lots of aspiring professors who want to be a part of a community college; hence, there would be no problem in hiring additional instructors if needed.

However, the dean’s main concern is the same with that of the Finance Head which is the budget of the institution. According to her, there are no available classrooms for an additional of maximum of three sections with 45 students each should the program be implemented. Like the Finance Head, she also thinks that the college needs enough budget for additional classrooms as well as additional professors to facilitate the program.

The Head of the Finance Office, Mr. Joshua De Guia was interviewed for the second time but this time, regarding the cost and expenses of implementing a four-year program. From the interview, the information below was gathered:

*Table 6. Cost and Expenses of Implementing a Four-Year Program*

<b>Tuition</b>	250/unit
<b>Miscellaneous</b>	
1st Year-1st Sem	1,190.00
1st Year-2nd Sem	1,675.00
2nd year	1,375.00
3rd year	1,375.00
4th year	1,375.00
<b>Salaries</b>	
Instructor	200/unit
Cleaner	16,000/mo
<b>Utilities</b>	
Electricity	300,000/mo
Water	30,000/mo
<b>Construction</b>	
Classrooms	2,000,000.00

### *Summary*

The data presented in this chapter were gathered and analyzed during academic year 2019-2020. It included a questionnaire floated in Senior High Schools in Angeles City that offer the Accountancy, Business and Management (ABM) strand, namely: Angeles City National High School–Senior High School, Angeles City Senior High School, Holy Angel University, and Republic Central Colleges. Interviews were also conducted with businessmen in Angeles City and the President, Finance Head and the Dean of the Institute of Business and Management of City College of Angeles. All data were analyzed by frequency of response and percentage of total responses.

### **Conclusion and Recommendations**

This chapter contains the summary of the overall research effort, the findings of the study, the conclusions reached concerning the feasibility of offering BS Marketing at City College of Angeles, and the recommendations based on the findings of the study.

The purpose of this study was to identify the possible need for and the support for a Marketing program at City College of Angeles, in Angeles City, Pampanga.

The research was conducted in Senior High Schools in Angeles City that offer the Accountancy, Business and Management (ABM) strand, namely: Angeles City National High School–Senior High School, Angeles City Senior High School, Holy Angel University, and

Republic Central Colleges. A stratified random sampling interview of 11 businesses in Angeles City and an interview questionnaire administered to the CCA President and Finance Head were also conducted. The research was conducted from August to November during the academic year 2019 - 2020.

The study was designed to answer the following questions:

1. How many high school students in the area are planning to continue education at a college, university, or technical school?
2. How many high school students in the area are planning to pursue a career in marketing?
3. How many high school students in the area are currently participating in their schools' marketing activities (business enterprising simulation)?
4. How many high school students in the area would enroll in City College of Angeles for a four-year BS Marketing program?
5. What are the marketing job preferences of the high school students?

The results of the questionnaires and interviews were tabulated according to frequency of response and percentage of positive and negative responses. In the case of the student questionnaire, the last question was tabulated according to total frequency of response and total percentage rate.

From an interpretation of the data gathered in this study, the following statements were drawn:

1. Majority of the ABM students plan to continue their education in both college (48.42%) and university (47.37%).
2. Out of 285 ABM students, 131 (45.96%) students want to pursue a career in marketing. This indicates that the program is really in demand.
3. About 54.04% of the ABM students responded that they are currently a part of their school's marketing activities (business enterprising simulation). It is an indication that most of the students are competitive individuals which is a good trait to possess in the business field. Exposing high school students in marketing activities can educate them of what a marketing program entails.
4. Of the students asked, 50.88% or 145/285 indicated that they would enroll at City College of Angeles for a four-year Marketing program, which is a good initial enrollment for the local college as it can facilitate two to three sections per program per year.
5. From the 10 different marketing related jobs, ABM students ranked their preferences from 1 to 6. Marketing manager and bank cashier have the highest percentage of 19.19%, followed by restaurant manager with 12.42%, and advertising manager with 11.72%. This indicates that a marketing program entails many job opportunities that can help students to easily enter their desired business careers.

The conclusions drawn from this study were used to evaluate the feasibility of the implementation of a Marketing program at City College of Angeles. Based on this information, the following recommendations were made:

1. The secondary level serves as the training ground prior to entering the tertiary level. Some students are hesitant to take college because of being ill-equipped for the next level. There is a need to encourage students and to open their minds to continue and finish higher education.
2. There is a need to promote a marketing program for the ABM field for it offers many opportunities.



3. New information and feedback about marketing and selling should be given to be more efficient and effective in the field.
4. Educate the students that City College of Angeles offers high-quality and tuition- free education which can help them achieve their dreams at a low cost.
5. An effort should be made to assist high school business teachers in Angeles City in teaching their students more about the career opportunities in marketing education.

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