

THE IMPACT OF MARKETING EDUCATION INTEGRATION WITH INDUSTRY IN IMPROVING STUDENT CAREER READINESS

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Abstract. Education is one of the main pillars in the development of a country's human resources. The integration of education with industry is one of the crucial aspects to be considered. This study aims to explore and analyse the impact of marketing education integration with industry in improving students' career readiness. This research is a literature review that uses a qualitative method approach, which means it will analyse and interpret data by relying on information and text from various sources. The study results show that the integration of marketing education with industry has a significant positive impact in improving students' career readiness. These measures include practical skills development, soft skills enhancement, professional network building, and maintaining curriculum relevance to the dynamic world of work. The importance of this integration cannot be overlooked in the effort to prepare students to compete in the competitive marketing industry.

Keywords: Education Integration, Marketing, Industry, Student Career

Abstrak Pendidikan merupakan salah satu pilar utama dalam pembangunan sumber daya manusia suatu negara. Integrasi pendidikan dengan industri menjadi salah satu aspek yang krusial untuk diperhatikan. Penelitian ini bertujuan untuk mengeksplorasi dan menganalisis dampak integrasi pendidikan pemasaran dengan industri dalam meningkatkan kesiapan karir mahasiswa. Penelitian ini merupakan kajian literatur yang menggunakan pendekatan metode kualitatif, yang berarti akan menganalisis dan menginterpretasikan data dengan mengandalkan informasi dan teks dari berbagai sumber. Hasil studi menunjukkan bahwa integrasi pendidikan pemasaran dengan industri memiliki dampak positif yang signifikan dalam meningkatkan kesiapan karir mahasiswa. Langkah-langkah ini mencakup pengembangan keterampilan praktis, peningkatan soft skills, pembangunan jaringan profesional, dan menjaga relevansi kurikulum dengan dunia kerja yang dinamis. Pentingnya integrasi ini tidak bisa diabaikan dalam upaya mempersiapkan mahasiswa untuk bersaing dalam industri pemasaran yang kompetitif.

Kata Kunci: Integrasi Pendidikan, Pemasaran, Industri, Karir Mahasiswa

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INTRODUCTION

Education, as one of the main elements in developing a country's human resources, plays a very central role in determining the direction and level of success of a nation (Prastyaningtyas et al., 2023; Said Ahmad et al., 2023). The quality of higher education is an indisputable

foundation in ensuring that graduates are adequately equipped to face the challenges of an increasingly complex and competitive world of work (Azzaakiyyah et al., 2023; Ohara, 2023). In this context, it is important to remember that the understanding and skills acquired through higher education should not only include academic knowledge, but should also be relevant to the needs of the labour market (Satriadi et al., 2022). Therefore, the concept of integration of education with industry becomes more than just a concept, but rather one of the very important and strategic aspects that must be given serious attention. This integration creates opportunities for students to gain practical experience and real insight into the world of work during their education, so that they can prepare and compete effectively in an increasingly competitive work environment.

The marketing field is one of the fastest-growing industry sectors, especially in line with the rapid advancement of information and communication technology (Purnomo, 2023; Sudirjo, 2023). Amidst the paradigm shifts and ever-changing opportunities in this digital age, students who wish to pursue a career in marketing need to have a strong foundation in understanding the day-to-day practice of marketing, which is more important than just understanding the theories contained in textbooks. A deeper understanding of how marketing is conducted in the real world is key to dealing with the ever-evolving market dynamics and taking effective steps in formulating a successful marketing strategy (Harini et al., 2023; Maitri et al., 2023; Sutrisno et al., 2023). With ever-changing technology and evolving consumer behaviour patterns (Suherlan, 2023), marketing students need to understand how digital marketing practices, consumer data analysis, and content-based strategies function in producing desired results. Therefore, equipping students with an in-depth practical understanding of industry-relevant marketing is an important step in preparing them to become competent marketing professionals who are able to adapt quickly in a changing business environment (Karneli, 2023).

Unfortunately, the reality is that there are still many higher education programmes that have not achieved an adequate level of integration with the demands and needs of today's rapidly growing marketing industry (Coman et al., 2020). Some universities may still maintain a curriculum approach that focuses too much on theoretical aspects, and does not provide adequate opportunities for students to gain practical experience that is indispensable in preparing them to face the real world of marketing. For example, on several campuses located in Subang Regency. The study results from Atrup et al. (2023) mentioned that there is positive and significant evidence between entrepreneurship education, creativity, and students' entrepreneurial intentions through the principles of Effectuation and Cognitive Flexibility

Theory. According to them, university students still need to develop the entrepreneurial attitude, adaptability, and creative thinking needed to run their own business. Because entrepreneurship education helps them understand business opportunities, utilise existing resources, and cope with uncertainty. All of that needs implementation, not just written on paper. It is important to recognise that higher education should act as a platform that can create graduates who are ready to contribute effectively in the job market. Therefore, greater efforts need to be made to integrate the curriculum with actual marketing practices and bring in relevant practical experience. This will not only provide great benefits for students, but also enable them to graduate better equipped to deal with the dynamic changes in the marketing industry and make more valuable contributions in a complex and changing work environment.

The result of insufficient integration between higher education curricula and industry needs is that there are limitations in students' career readiness. The absence of an appropriate balance between the skills they have as graduates and the demands of a rapidly evolving labour market can have a significant impact (Mainga et al., 2022). In practice, students who experience a mismatch between their educational background and industry needs may face various challenges (Fauzi et al., 2023; Rukman et al., 2023). They may face difficulties in finding a job that matches their qualifications, or even if they find a job, they may take longer to adjust to the dynamically changing demands of the world of work. This mismatch not only impacts individual students, but can also create a mismatch between labour supply and demand in the labour market as a whole. Therefore, there is a need to make substantial improvements in the approach to higher education to ensure that graduates have the skills and understanding that are relevant to current industry needs, so that they can succeed in their careers without significant obstacles.

Several previous studies have revealed that close integration between higher education and industry has a very significant potential to improve students' career readiness. (Made Ra et al., 2018) conducted research related to the topic of education and industrial revolution. According to her, education has a noble goal of producing a strong generation of quality. Campus as an educational institution needs to pay attention to the needs of students to achieve the vision and mission of education. In order to prepare for the changes in the industrial revolution 4.0, education also has a role. The career centre as one of the student management units on campus needs to improve student management services as an HR development step (Rijal, 2023; Salamah, 2023; Sukenti, 2023). Career centres have the responsibility to manage human resources on campus, so they need to improve their services. Not limited to the issue of linking and matching universities and industries as downstream of the educational process. But it is

necessary to design services that focus on solving student problems to have stable psychological well-being. Thus, it is hoped that a strong student character is ready to face challenges as a start to building a solid career plan. The career centre service development model is to touch on the needs of psychological well-being that must be considered. The focus on students' academic and cognitive problems is an old paradigm that must begin to shift.

Diana & Hakim (2020) also conducted research with the aim of looking at the potential collaboration of Higher Education, Industry and Government Partnerships, including: Cooperation programmes between the Government, SOEs and private companies; Initiation of cooperation aligned with the Independent Campus Programme. The approach in this article uses a qualitative approach. Data was collected through the library research method. The results of their research concluded that university, government and industry collaboration provides benefits to each party, namely to invest in the development of research capabilities carried out by universities and industry in the focus of research areas on each party and find the best solutions to problems faced by the industrial world through research collaboration to improve company performance and ultimately for the government will have an impact on national economic growth.

In the specific context of marketing education, in-depth interaction with industry has been shown to produce graduates who are better equipped to face the challenges of a dynamic world of work (Fajaryati et al., 2020). They have a deeper practical understanding of the actual processes and demands of marketing. Nonetheless, it is important to recognise that this is only the first step in understanding the positive impact that the integration of marketing education with industry can have. In order to gain a more complete and in-depth understanding of this issue, further research is needed that can identify the extent to which this level of integration can have a concrete positive impact on students' career readiness. This further research can explore more detailed data on the career achievements of students who have attended marketing education programmes with different levels of integration with industry. Thus, the research can provide richer insights into the linkages between educational integration and students' career readiness, which can be used as a basis for further improvements in a sustainable marketing education approach.

Moreover, in a context dominated by rapid technological developments and ever-changing business dynamics, it is imperative to continue the ongoing evaluation of the relevance of marketing education curricula to current industry needs. The fundamental question that needs to be answered is the extent to which the current curriculum is able to keep up with the latest developments in increasingly complex digital marketing, as well as the innovative marketing

tools and techniques that are the cornerstone of successful marketing strategies today and in the future. The development of information technology and the changes in consumer behaviour patterns triggered by this technology have brought about profound changes in the marketing landscape (Mahardhani, 2023). Therefore, it is important to assess the extent to which the current marketing education curriculum reflects these developments and whether it provides sufficient insight into aspects such as digital marketing, consumer data analysis, online marketing tools, and effective content-based strategies (Gadzali et al., 2023). Ongoing evaluation of the curriculum will enable the identification of areas that may require improvement or adjustment in order to provide a more in-depth and practical understanding for marketing students. Thus, marketing education can remain relevant to the changing demands of the industry and continue to provide maximum benefit to students' career development in the rapidly evolving marketing era (Ausat et al., 2023).

In this context, this study aims to conduct an in-depth exploration and thorough analysis of the positive impact created through the close integration of marketing education with industry, which then affects the improvement of students' career readiness. If in the course of searching for references the author gets the opposite impact, the author will still first analyse the impact on the overall research objectives so that it remains relevant. This research aims to comprehensively explore how educational experiences that are directly related to the industrial world can influence the development of students' competencies and career readiness. In the context of achieving this goal, the results of this study are expected to provide valuable insights to universities in developing a more relevant and effective curriculum, which is able to reflect the demands of today's dynamic marketing world. In addition, this research is also expected to provide significant benefits to students in their preparation process to face the competitive world of work in the marketing domain. Thus, the results of this study will make a significant contribution in improving the quality of marketing education and strengthening the foundation of students' career readiness in the marketing field.

METHOD

This research is a literature review that adopts a qualitative approach, which means it will analyse and interpret data by relying on information and texts from various sources. The main focus of a qualitative literature review is to collate, evaluate and integrate existing knowledge on the topic under study, namely the impact of marketing education integration with industry in improving student career readiness. In this research, data will be collected from various sources relevant to the topic under study, such as scientific journals, books, research reports,

and other articles. The data period covers the time from 2012 to 2023, which allows the researcher to see developments, trends, and changes that have occurred during this period.

The qualitative approach in the literature review allows researchers to describe and characterise complex and multidimensional issues in greater depth (Elo et al., 2014). In addition, this method makes it possible to involve multiple sources of information and cover a range of different viewpoints, thus enriching the analysis and strengthening the validity of the findings. The data collection process will involve meticulous text analysis, searching for information, and categorising relevant data for the research topic. Subsequently, the author will collate this information in a structured format, compare and synthesise findings from multiple sources, and identify patterns, themes and trends that emerge from the collected data.

One of the advantages of a qualitative literature review is its flexibility in understanding and explaining complex phenomena, as it is not limited by numerical or statistical constraints (Rahman, 2016). This method also allows researchers to gain deep insights into how the topic under study has evolved over time, as well as how concepts and understandings of the topic have changed over the years. In this research, it is important to scrutinise the reliability and credibility of the sources used, as well as critically analyse the information collected. With a qualitative approach, the researcher must be able to present findings objectively and reflectively, provide clear and accurate interpretations, and recognise the limitations of the methods and data used (Bradshaw et al., 2017). The conclusion of this research will hopefully provide a comprehensive picture of the development of the topic under study over the 2012 to 2023 time period, and may also provide recommendations for further research that can broaden the understanding of issues related to the topic. This time span was chosen because it focuses on a relatively recent and relevant period. Understanding of the topic of marketing education can evolve quickly, and more recent data can reflect the latest trends, practices and discoveries. During this period, many data sources and scholarly literature became more accessible through digital libraries and online databases. This allows researchers to gather more comprehensive information. Finally, the selection of this time span allowed the researcher to explore the latest developments in marketing education, as well as social, economic and technological changes that might affect the field. All of which lead to the needs of the industry. In the data collection process, we used academic databases, digital libraries, and trusted scholarly sources to search for articles, books, reports, and other documents relevant to the topic of entrepreneurship. We used the Google Scholar search engine. Next, we applied selection criteria to select relevant sources according to the research objectives. These criteria may include year of publication, methodological quality, and topic relevance. Finally, it leads to analysis and synthesis. This

means that once the sources are selected, the researcher will analyse and synthesise the information found in the literature. This involves collecting qualitative data, such as findings, ideas, and concepts, which will then be collated and analysed to provide a deeper understanding of the topic.

RESULTS

The integration of marketing education with industry is one of the most important and strategic aspects in preparing students to have a strong foundation for a successful career in today's increasingly competitive marketing environment (Dwivedi et al., 2021). Understanding and addressing the gap between the theories taught in the classroom and the day-to-day practical realities of the working world is a challenge that requires continuous action (Darling-Hammond et al., 2020). Therefore, in an effort to ensure that students have a deeper understanding of the actual practice of marketing, there is a need for in-depth research and curriculum development that is relevant to the ever-changing needs of the industry. This process involves a deep understanding of the latest developments in the marketing world, including the evolution of technology, changes in consumer behaviour, and evolving market trends. As such, these steps will help create a closer link between education and industry, enabling students to have a more authentic and relevant experience during their education, and in turn, preparing them for a successful career in the dynamic and competitive world of marketing.

One of the positive impacts that can be identified as a result of the integration of marketing education with industry is the seemingly profound and significant improvement in students' career readiness (Bacon, 2017). When students engage in educational programmes that design a close integration of the practical aspects of the marketing world with the theoretical knowledge they acquire in the classroom, they gain an invaluable opportunity to develop a wide array of skills that are highly relevant and essential in preparation for the dynamic world of work in marketing (Almulla, 2020). In this context, the effective integration of theory and practice provides an opportunity for students to undergo a more powerful and structured learning experience. By engaging in situations where they can apply the marketing concepts they have learnt in real-world situations, students can hone their skills in analysis, strategy, communication, as well as problem-solving which are indispensable in the ever-evolving marketing work environment. Therefore, the positive impact of integrating marketing education with industry focuses not only on mastering theoretical knowledge, but also on developing practical skills that make students more professionally prepared. As such, it is not

only a move that benefits individual students, but also has the potential to significantly benefit the marketing industry by preparing more prepared and qualified graduates.

The importance of this integration extends even further when we consider the development of interpersonal skills and "soft skills" capabilities that are invaluable in the increasingly complex modern world of work. Through an educational programme that integrates practical aspects and real-world experiences with theoretical underpinnings, students are not only provided with an in-depth understanding of marketing strategy, market analysis, and essential foundational concepts (Hughes et al., 2018). They also have the opportunity to immerse themselves in and develop a variety of important interpersonal skills, such as effective communication skills, teamwork, problem-solving prowess, and the ability to adapt to a dynamic and changing work environment. The development of these "soft skills" cannot be underestimated, as companies in various industries highly value these abilities in finding and recruiting a workforce that is able to contribute significantly (Poláková et al., 2023). Students who have a deep understanding of marketing and at the same time possess strong interpersonal skills have strong appeal in the job market, as they can serve as valuable assets in a work environment that is full of demands to collaborate, communicate effectively, and navigate change with wisdom. Thus, the integration of marketing education with industry practice creates not only professionals who are skilled in their fields, but also individuals who are highly adaptive and able to contribute in a variety of dynamic work contexts.

Moreover, the importance of education-industry integration also presents an invaluable opportunity for students to build professional networks and establish meaningful relationships with leading practitioners in the marketing industry (Singh et al., 2021). Through activities such as internships, field trips, collaborative projects, and participation in industry seminars, students have the golden opportunity to interact directly with marketing professionals who have accumulated valuable experience over the years. Such interactions not only mean gaining a deep understanding of the fieldwork and challenges faced by marketing practitioners, but also create opportunities for students to expand their network of contacts in the professional world (Ausat et al., 2023). These relationships built over the course of their education can potentially open doors to future job opportunities, lead to desirable internships, or even provide insights into potential career paths never thought of before. Furthermore, interacting with experienced practitioners also allows students to gain a more in-depth view of what is expected of them when they enter the workforce (Anjum, 2020). They can observe the work culture, industry values, and professional ethics that thrive in a marketing work environment (Sutrisno, 2023).

All of these things will equip them with invaluable knowledge that can help them face the upcoming challenges as they enter the workforce with confidence and preparedness.

DISCUSSION

Furthermore, the close integration of marketing education with industry also plays a very important role in ensuring that the educational curriculum always remains relevant and responsive to the latest developments taking place in the ever-changing world of marketing (Serdyukov, 2017). The world of marketing is a dynamic arena and is highly responsive to technological changes, consumer trends, and the rapid development of social media (Tarigan et al., 2023). Therefore, it is crucial to ensure that students in education programmes have an in-depth understanding of these trends. Students involved in education programmes that design a strong integration with the marketing industry will find themselves at an advantage when it comes to understanding the latest trends and how ever-evolving technology affects marketing strategies. They will gain insights directly from marketing practitioners who are at the forefront of change and innovation in the industry (Wanof, 2023). That way, they can more easily keep up with the latest developments and adapt their learning directly into real-world practice. In this context, the integration of marketing education with the industry not only gives students an advantage while they are still in education, but also prepares them to become future leaders who can adapt quickly and contribute significantly in the rapidly evolving marketing world (Finch et al., 2013). Thus, this integration helps ensure that the marketing education curriculum is always up-to-date and relevant, and that students are prepared to face future challenges in the ever-changing world of marketing.

However, in order to achieve the maximum positive impact of education-industry integration, these steps must be implemented carefully and through careful coordination. Colleges need to establish very strong and sustainable partnerships with leading companies in the marketing industry (Othman & Omar, 2012). This is a key step in ensuring that colleges have an in-depth understanding of the needs and dynamics prevailing within the industry, so that they can integrate this understanding into their curricula in a thoughtful and relevant manner. In addition, continuous and in-depth evaluation is also crucial in measuring the effectiveness of programmes involving education integration with the industry (Gao & Zhang, 2020). By constantly monitoring and evaluating the outcomes and impacts of such programmes, colleges can ensure that their efforts to improve students' career readiness are working and delivering the expected results. These evaluations can also help in identifying areas that require improvement or adjustment, so that the integration of education with industry

can be continuously improved. In other words, industry-education integration is a process that requires sustained effort, close co-operation between universities and industry, and a commitment to measuring and improving results. Only by implementing these steps in a careful and coordinated manner can we ensure that integration truly delivers significant benefits in enhancing students' career readiness for success in the dynamic world of marketing.

Overall, the implementation of close integration between marketing education and industry is not only a very important step, but also a very valuable process in preparing students to have a strong foundation to achieve career success in the competitive and ever-changing world of marketing. This integration is not just a one-way street, but actually brings multiple benefits. Firstly, it significantly strengthens students' practical skills, as they have the opportunity to apply the marketing concepts they learnt in class to real-world situations. By engaging in practical projects, internships, and direct interaction with marketing practitioners, students are able to hone their analytical, strategic, communication, and problem-solving skills that are highly relevant and necessary in the dynamic marketing work environment (Gill, 2020). In addition, this integration also develops a variety of important "soft skills", including effective communication skills, teamwork skills, problem-solving prowess, and the ability to adapt to a changing work environment. All of these skills are highly sought after by organisations looking to recruit a workforce that is able to contribute significantly in a variety of work contexts.

The integration of education with industry also opens the door for students to network and establish relationships with leading professionals in the marketing industry. Through various activities such as internships, field trips, collaborative projects, and participation in industry seminars, students can expand their network of contacts, which can be a valuable asset in their future job search and career development. Finally, this integration also plays an important role in maintaining the relevance of the educational curriculum to the ever-changing and evolving world of work. The world of marketing is constantly changing, especially with the rapid advancement of technology and social media (Ausat, 2023; Azzaakiyyah, 2023). Students involved in industry-integrated programmes can more easily keep up with the latest trends and understand how new technologies affect marketing strategies. As such, students graduating from this programme have a clear advantage as they step into the challenging and competitive world of work. They have developed the necessary practical skills, acquired highly sought-after "soft skills", built valuable networks, and are always ready to adapt to the changing work environment. Therefore, this integration is not only a valuable investment in the future of marketing education, but also an important step in helping ambitious students succeed in the competitive marketing industry.

CONCLUSION

The integration of marketing education with industry has a significant positive impact on improving students' career readiness. These measures include developing practical skills, enhancing soft skills, building professional networks, and maintaining the relevance of the curriculum to the dynamic world of work. The importance of this integration cannot be overlooked in an effort to prepare students to compete in the competitive marketing industry.

RECOMMENDATIONS

In view of all the above, this study arrives at the following suggestions: Firstly, Partnership Enhancement: Universities need to strengthen partnerships with companies in the marketing industry. This involves closer collaboration, curriculum-related discussions, as well as the provision of internship opportunities and other cooperative programmes. Second, Continuous Evaluation: It is important to constantly evaluate the effectiveness of education integration with industry. This ensures that the programmes meet their objectives in enhancing students' career readiness and remain relevant to industry developments. Third, Soft Skills Development: The curriculum should place special emphasis on developing soft skills such as communication, teamwork, and problem-solving. These skills are highly sought after by employers and are important in students' success in the world of work. Fourth, the provision of practical experience: Practical experiences such as internships, field projects, or assignments relevant to the marketing industry should be increased. This helps students apply their theoretical knowledge in real-world situations. Fifth, Strengthening Online Teaching: In the context of technological development, it is also important to solidify online teaching in the curriculum. This ensures that students can master the increasingly important digital marketing tools and techniques. Lastly, Continuing Education: The integration of education with industry is not only the task of universities, but also the task of companies. Companies should be open to providing continuous training and education to their employees to keep them relevant in a rapidly evolving industry. By following these suggestions and continuing to focus on integrating marketing education with industry, colleges can ensure that their students are better career-ready and able to face challenges in the dynamic and competitive marketing industry. This will also help strengthen the relationship between education and industry, ultimately benefiting both parties.

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