

# **Employment Generation: Challenges and Opportunities in Marketing Sector**

**(Special reference to College students towards marketing job)**

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## **Abstract:**

Now marketing is recognized as a lifeblood for any industry to survive. It has vibrant opportunities for young talent. But the question is that do young people look at marketing as a career opportunity? The answer is that lack of awareness regarding marketing job and the lack of guidance available to young entrance in explaining the opportunities available in marketing puts the industry at a distinct disadvantage to pull the pool. This paper will try to shed light on the available opportunities in the marketing sector and the challenges to attract the young one towards this job and the recommendations to overcome these challenges to some extent.

It is very important to provide them knowledge of marketing from school levels. Role models should be shown to them, their biographies or lectures should be arranged to provide right knowledge at right age. In India marketing job is treated as a low grade job and that need to be redefined to the young pool so that the industry will get talented mind to perform the job at its fullest.

**Key Words:** *Employment Generation, Marketing Jobs, College Students, Young Talent.*

## **Introduction:**

Every developing country faces the problem of unemployment. India is not an exception. It is commonly heard everywhere that the youths are not getting employment. But the reality is different. The emerging sector which has ample job opportunities is neglected by the job aspirants. That sector is marketing. Still in India this job is ranking at a low level. College students, freshers, are also not willing to accept marketing jobs. Many renowned companies are offering good packages, but still students do not want marketing jobs. The questionnaire was prepared to find out the reason for reluctance towards marketing jobs. Nearly all the reasons given by students were the same. The fear of achieving targets and if fails to reach the target, the fear of losing the job was prevailing in the minds of students. Industry needs good manpower to promote its products. But it fails to attract the young talent. Many parts of India are still to explore and for that it needs manpower. If these areas are tapped, it will definitely have a favourable impact on the

Indian economy. So for overall economic and social benefits marketing plays a vital role. But the lack of education relating to marketing jobs created a big challenge for industry to attract a required manpower pool.

### **Objectives:**

1. To study the challenges in marketing jobs from the perspectives of industry as well as from the students
2. To study the requirements of marketing jobs
3. To study the employment opportunities in rural areas in marketing jobs
4. To study the role of colleges to create awareness among students regarding marketing job

### **Research methodology**

#### 1. Primary data

- i. From questionnaires and discussion with students.
- ii. Data from recruiter companies

#### 2. Secondary data

- i. Published articles on internet.

To understand what the industry faces to find a better employees for marketing we ask recruiters to share their problems, the answer which we get from the recruiters were :

1. Companies find it difficult to get a good pool to do marketing job.

2. Companies need experienced and loyal people to do the job.

3. If a company hires freshers, the fresher leaves the job once he gets experience and joins another company at a higher package.

4. Companies incur considerable amounts in hiring and training the fresher and if he leaves the job, it unnecessarily increases companies' cost without the output.

5. Most of the freshers consider a marketing job as a low-level job and are not interested in this job.

6. Communication skill is also the barrier for getting the right employee.

7. There is always a fear of raiding the employee.

To understand the fresher perspective towards marketing jobs we circulated a questionnaire and included the issues raised by the recruiters in that questioner.

More than 50% of students who want a job replied that they do not want a marketing field as it is target oriented. Constantly they are under the pressure of achieving the targets.

Nearly 25% of students answered that as it is a low profile job they are not at all interested in a marketing job.

Nearly 88% of students who are interested in marketing jobs replied that they are working to earn money, hence if some other company offers a higher package then they readily move to that other company.

Some students prefer a job in their home town, and if any company offers a job in

their home town they readily accept that job even at a low salary.

12% students said that, if they are working with the company for a year and some other person having an experience of one year joins the company, he gets a better package than the existing one. It promotes the employee to leave the company and join the other.

To understand whether they really know the meaning of marketing, the question was asked to students what is marketing; they replied that marketing means selling the products door to door. They added that the salesperson does not have any respect and so they are not interested in the job. Even if the salary offered by a marketing job is more than the back office job, the students are more inclined for the back office job. The mentality of 9 to 6 pm is so stuck to their mind, they cannot imagine beyond that. The office, the cabin, the comforts which are offered in offices are more lucrative to the young minds.

It is also observed that due to lack of communication skill, students hesitate for marketing job. It is considered and expected by the company that the job seeker must have fluency in English language. As the area still to be explored is rural. And the person who knows the local language can more efficiently convince the prospective customer. This fact is totally neglected by the companies.

It is again asked to students how the sale of the product can be increased? Their answer was by advertising and making awareness among the customers about the products by conversing personally. It is again asked to them, who will do this job? They replied

that the workforce should be used to raise awareness. It indicates that the students are also aware of the importance of marketing but still they are not inclined for that job. This needs to be realized by the company, society and the Government.

### **Suggestions:**

Students realise the importance of marketing but still they do not want a marketing job. It's up to the placement officers of the colleges to arrange workshops which are specifically intended to create the awareness among the students that marketing is something more than selling products door to door. Internship with the companies having field work should be arranged for the students. This will help the students when they actually start their marketing job. Even if they have an internship certificate, they will not be considered as fresher by the company at the time of offering the jobs. As most of the jobs are emerging from the marketing sector, it's been important for the students to realise the growth of the country and the economy is dependent on skillful marketing. Marketing is not a low-profile job, but it's a job which pushes the economy.

Government must take some initiatives to make this job lucrative and respectable in the minds of the society.

Companies should also take some measures so that the fear in the minds of the aspirants should be taken away and they can readily accept the job. It must not be target oriented at the initial stage, some training should be provided and fix salary must be assured to the employee along with the incentives. More and more jobs should be

offered on the basis of natives and residents of that region. It will be easier for the jobholder to get connected with the employees. Rather than focusing on English communication, territorial languages should be considered while offering the jobs. Instead of considering the grades, percentage, the network of the job seekers should be considered.

### **Conclusion:**

As marketing is the emerging area where more and more job opportunities are prevailing and can be created, it should not be neglected. Training must be imparted to job aspirant right from the schooling. It must also be known to the company that it cannot survive without facing the competition in the market. The cut throat competition can be faced only through proper marketing. Hence the importance of sales force must not be neglected by the companies. In the same way the job aspirants must know that, if they want a good salary and recognition for their job, the alternative is marketing. We in India have tremendous human resources and if they are utilized properly no one can stop us from becoming a developed country.

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