

Industry expectations of work-ready marketing graduates in Finland - a study of job posting of entry-level marketing jobs (ABSTRACT ONLY)

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Abstract

Even though earlier studies have investigated industry expectations on marketing graduates, most of them focus on English speaking countries. This study takes a Nordic perspective and aims to study what are the qualifications that marketing graduates should master when graduating and entering their marketing careers. The data consists of 65 entry-level marketing job postings, from which the majority were marketing communication, especially digital marketing related jobs, followed by sales jobs. Our results show that the employers place growing importance on digital marketing skills emphasizing also content creation. Also communication skills and a active, can-do attitude and previous work experience were highly valued. However, a specific marketing degree was seldom required. The research provides up-to-date understanding of the requirements for student employability for marketing educators. Keywords: marketing graduates, industry expectations, work-readiness