

**GAPS ANALYSIS: EXPECTATIONS OF EMPLOYERS
AND MARKETING STUDENTS**

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ABSTRACT

Universities have several key constituencies: students, their parents, employers and society at large, each having expectations of the educational services the university provides. This presentation will focus on the relationship triangle between students (specifically marketing majors) and the

employers who will ultimately hire them. A discussion of service quality, the GAPs model, skill sets employers value and how universities can best prepare students for their marketing careers by employing experiential learning activities will be provided.