

**THE APPLICATION OF A GAP ANALYSIS TO GRADUATING MARKETING SENIORS:  
IMPLICATIONS AND EXTENDING THE MODEL TO MARKETING PROGRAM ATTITUDE**

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**ABSTRACT**

This study demonstrates the utility of a gap analysis among graduating marketing seniors. It compares the emphases that faculty were perceived as giving to eleven skill and knowledge areas with the perceived emphases that marketing faculty should have given to the same areas. It thus assesses the

expectations of graduating seniors and provides a platform for faculty discussion as to gap closing. The study also reveals insights into the correlation of gap results with marketing program attitude and it provides a discussion of the many implications of gap results for marketing faculty.