

COMPUTER LITERACY OF MARKETING STUDENTS IN PRIVATE AND PUBLIC SCHOOLS

Rodelon V. del Mundo, De La Salle University – Dasmariñas, Philippines
Evangeline Miña, De La Salle University – Dasmariñas, Philippines
Nemesio Barbosa, Pamantasan ng Makati, Dr. Danilo Reyes, Polytechnic University of the
Philippines

ABSTRACT

Information technology and education are no longer strange bedfellows. In reality, the time has come for one to be severely handicapped without the other. The school's business being information dissemination shall take on more than a perceptible transformation in the teacher's evolving functions and the learning process and its evaluation at the focal point. No longer the dispenser of knowledge, the teacher's role as a manager of the learning process shall continually metamorphose until such time when the teacher and students will share a common problem: how to access and transform information by computer-mediated technology.

Integrating technology into the curriculum is one of the trends affecting business education today. In response to this, school administrators both in private and public, are pushing faculty to assimilate internet driven projects or assignments and web-based system for the delivery of course material. Likewise, students are preparing for rapid changes in today's marketplace. Rapid growth of E-Commerce is forcing companies to adapt to the new digital market space environment, as a consequence, computer literacy is now a requirement for the job applicants.

A common problem in integrating information technology in marketing course is the level of students' preparedness. In the Philippines, students in private universities are presumed to have most likely used computers. On the other hand, students in public colleges are often perceived left behind in terms of computer knowledge because facilities are limited or maybe missing.

The objective of this study is to measure the level of computer literacy among the marketing students in private universities and public colleges. Areas of the study are students' computer knowledge and expertise in Windows Operation System and Computer Networks, Microsoft Office (word, excel, powerpoint), Web Page Development, Macromedia Dreamweaver, and the Internet.