

**FORMER MARKETING STUDENTS, NOW CORPORATE EMPLOYEES:
I WAS TOLD EVERYTHING I NEEDED TO KNOW EXCEPT...**

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ABSTRACT

Many universities across the nation have rushed to embrace the high tech online education in response to the demand from “new millennials.” We are told from a wide variety of sources that these students learn differently and have vastly different expectations regarding how they choose to interact and communicate with others.

On the other hand, recruiters and employers are questioning these graduates suitability for the work place. Although they have “content knowledge” graduates often lack the skills that enable them to successfully navigate their chosen career path. If we as educators choose to encode learning material as students prefer to learn, what skills are they failing to acquire that leaves them flailing and failing in the workplace?

Finally, how do we answer the question when asked, “Other than electronics, what is the difference between an online degree and a mail order degree?”

In order to address some of these issues, two exploratory studies will be shared with the audience members as a starting point for a group discussion.

Dennis E. Clayson, will look at graduate students and what they learned vs. what they needed to know in order to be successful in the workplace.

Debra A. Haley, will examine recruiters and employers responses to the skills that recent graduates appear to be lacking in their effort to succeed in corporate.

REFERENCES

Murray, C., (2008), *Real Education: Four Simple Truths for Bringing American Schools Back to Reality*, Random House, New York, NY.

Oppenheimer, T., (2003). *The Flickering Mind: The False Promise of Technology in the Classroom and How Learning Can Be Saved*, Random House, New York, NY.