MARKETING STUDENTS' SELF-ASSESSMENT OF COMPUTER SKILLS AND PERCEIVED PREPARATION FOR FUTURE JOBS

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Abstract

Recently, America's economic difficulties have been attributed to not being competitive enough in the marketplace and problems in education. In order to compete in the global marketplace, mastery of computer skills is critical. Towards this goal, many faculty within Colleges of Business look for opportunities to integrate computer skills into their courses and they also recognize that exposure contributes to developing positive attitudes towards working with computers. The study reported explores the degree to which one university's business college provides marketing students with adequate opportunities to work on computers, how prepared these students assess themselves to be, and how marketing majors compare with other majors within the College of Business.