

**A SURVEY OF DIGITAL MARKETING SKILL REQUIRED BY BUSINESS
EDUCATION STUDENT FOR ECONOMIC SURVIVAL AFTER GRADUATION**

BY

**David Aideloje ERAGBAI
EDU2006070**

**FACULTY OF EDUCATION
UNIVERSITY OF BENIN
BENIN CITY**

JULY 2024

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**A PROJECT SUBMITTED TO THE DEPARTMENT OF VERTICAL
VOCATIONAL EDUCATION, FACULTY OF EDUCATION, UNIVERSITY OF
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APPROVAL

I hereby certify that this work was carried out by **David Aideloje ERAGBAI** in partial fulfillment of the requirements for the award of B.Sc (Ed) degree in Business Education (Accounting) in the Department of Vocational and Technical Education, Faculty of Education, University of Benin, Benin City.

PROF. V. I. IGBENEDION

Project Supervisor

Date

CERTIFICATION

We the undersigned certify and approve that this research work was carried out by **David Aideloje ERAGBAI** with the matriculation number **EDU2006070** in the Department of Vocational and Technical Education, Faculty of Education, University of Benin, Benin City.

PROF. V. I. IGBENEDION
Project Supervisor

Date

DR. S.B. ABUSOMWAN
Project Coordinator

Date

DR. S.O OSUYI
(Head of Department)

Date

DEDICATION

This Project is dedicated to God Almighty, the Author and finisher of my faith and to myself for staying strong.

ACKNOWLEDGEMENT

In writing this project, the researcher is grateful to all those who contributed in various ways to the successful completion of this thesis. The acknowledgement will be incomplete without firstly recognizing the Supremacy of God, the giver of wisdom and knowledge.

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ABSTRACT

This presents study which is hinged on assessing the digital marketing skills required by business education student for economic survival after graduation was necessitated by the reoccurring situations of unemployment among youths (graduate) as well as the global economic demands for more digital skills especially that which is relevant to the business space. Six research questions guided the study and two null hypotheses were tested to achieve the objectives of this study. Descriptive survey research design was adopted. The population of the study encompass all business education students in the University of Benin. A total of 88 students were sampled. A 4-point likert scale questionnaire containing 15 items were validated by experts, which was further used for data collection. Mean and standard deviation were used to analyse data to answer the research questions and determine the homogeneity or otherwise of the respondents views while the t-test was used to test the null hypotheses at 0.05 level of significance. Findings indicate that digital marketing skills required by business education students for survival in the current economy landscape includes; content creating skills, data analysis skills, risk management, email marketing and social media marketing, and the students showed high extent of awareness to the relevance of this skills in the business space, also there is no significant difference between the level of awareness among male and female business education students. Based on the findings, it was concluded that it was concluded that Digital skills are important because they underpin so much of how modern business is conducted. It can be thus be said that the future of Business Education depend to a large extent on the digital skill acquired.

CHAPTER ONE

INTRODUCTION

Background of the Study

In recent times, there has been an increasing pandemonium between two school of thoughts, and one of the thought believed that there is a lot of job prospects and business opportunities available in Nigeria and the world at large, but the challenge is most of the job seekers tend to lack the scope to operate in a digitalize system. While the second school of thought believes unemployment that exist among young graduates and youths is due to the poor initiations of policy to foster employment among the youths.

Over the years the economic landscape of nations was predominantly analog and relied heavily on traditional methods of communication, record-keeping, and transactions before the widespread integration of digital technologies. Industries such as manufacturing, finance, and services operated with manual processes, limited automation, and a lower degree of interconnectedness. The shift to digital technologies has since revolutionized business operations, communication, and the overall efficiency of various sectors.

Presently skills possessed by graduates seems to be different from what they need to function effectively in employment especially in this era of digitize world, where business are executed across intercontinental borders without, the parties involve

travelling to meet their clients physically. This is why the Secretary Commission on Achieving Necessary Skills (SCANS, 1991 2001), developed ways of assisting educational institutions and schools to produce younger generations who will be willing to work and outlined both fundamental skills and workplace competencies to include basic thinking, personal qualities, resources, interpersonal information, and systems technology skills.

Digital marketing has been defined by different authors; Kanan & Li, 2017 defined the term “digital marketing” as the use of digital products for the purpose of marketing a produced commodity and services. Smith, 2017 is of the perspective that digital marketing is an interactive tools that consumers use to access products and services. It skills basically refers to the use of digital tools (Social media, Search Engine Optimization, and with the aid of internet. The internet has been a trusted source that most consumers of different goods and services turn to purchasing the products and services rendered by a firm (Smith, 2017).

Digital marketing skills can also be called online marketing skills, therefore it requires a range of abilities related to promoting products or services online. This includes social media management, search engine optimization (SEO), content creation, data analysis, email marketing, and proficiency with various digital tools and platforms. Staying updated on trends, analytics, and audience behavior was essential to excel in this dynamic field. To give credence to marketing skill, Uifalean (2019) identified the following as the marketing skills required of by entrepreneurs to include: customers’

knowledge, storytelling, creativity, delegating, copywriting, listening, teamwork, adaptability, social media management, crises management, time management, graphic design, decision making, research, analytics, and foster relationships. An entrepreneur may still fail in business in spite of the possession of these skills in the right quantity and quality if he does not have problem-solving skill.

Skill acquisition is defined as the ability to be trained on a particular task or function (Mike, 2014). Mike emphasized that the importance of skill acquisition includes self-employment, diverse job opportunities, employment generation, effective function, and crime reduction. Idoko (2014) defined skill acquisition as the form of training by individuals or group of individuals that can lead to acquisition of knowledge for self-sustenance. It involves the training of people in different fields of trade under a legal agreement between the trainers and the trainees for certain duration and under certain conditions.

Search engine optimization refers to the techniques that helps a website rank higher in an organic search. Like for instance a customer that wants to purchase a pair of shoe, he can use his phone and simply search shoe sellers in my location, having the rights SEO algorithm in place, your business details automatically pop up faster than the other sellers, and the customer may possibly click on your link and close a business transaction with the first linked that popup. Because most internet users have more confidence on the first results that pops up on every search than the later ones. Google's algorithm is constantly modernizing, and the importance of utilizing applicable and

specific keywords have skyrocketed. Therefore, Search Engine Optimization (SEO) becomes an important skill that every digital marketer needs to have to support all levels of digital marketing. The technical aspect of SEO can be handled by the more technically-oriented people on the team, however, having a solid knowledge on the dynamics of SEO is crucial along with having a knowledge about the procedure of how to optimize all forms of content for running a successful digital marketing campaign. Both SEO and SEM helps you not only to push your content to the target audience but also helps you narrow down your customer database.

Social media in the 21st century has emerge as the most engaged platform since the advent of Covid-19, where many business centers were forced to shut down unexpectedly, traders could no longer meet with their prospective clients physically, companies had to persistently had to strategize on the use of social media has a market space where they can interact with their prospective customers without endangering themselves to the virus, after the epidemic, individuals became used to digitalize form of purchase of goods and service. Social media is the new communal digital gathering place or platform where individuals can interact with content, these platforms includes Facebook, Tik-Tok, Instagram, X (Twitter), and whatsapp, (Perrin, 2015).

Economic survival refers to an individual's or a community's ability to endure and thrive in challenging economic conditions such as recession, inflation, economic inequality unemployment amongst others. It involves managing resources effectively, adapting to changes, and making informed financial decisions to ensure stability and

well-being in the face of economic uncertainties. These include aspects like budgeting, financial planning, and acquiring skills that are relevant in the then current economic landscape.

Business education curricula often integrate digital marketing components to reflect the evolving landscape. Courses may cover topics like social media marketing, SEO, analytics, and online advertising. Understanding digital marketing is crucial for modern businesses to effectively reach and engage their target audience in the digital realm. Digital marketing skills significantly impacted Business Education students for economic survival by enhancing their adaptability and market relevance. Their proficiency in digital marketing made students more attractive to employers, as businesses increasingly relied on online strategies. This skill set them apart in a competitive job market. Digital marketing skills also empowered students to explore entrepreneurial ventures by promoting products or services online, which was crucial for those aspiring to start their own businesses. The rapid evolution of digital marketing channels led to information overload, making it challenging students to stay updated on the latest trends and tools, potentially causing stress and burnout. Digital marketing often involved handling customer data, raising ethical considerations and privacy concerns. Students needed to be aware of the ethical implications and legal aspects associated with digital marketing practices.

Statement of the Problem

It has been observed by the researcher that most business education students after possessing the necessary certification from the four walls of the higher institutions (University, polytechnics, and college of education) still lack the ability to sustain a business, especially in the aspect of marketing, and thus they are regularly kicked out of the business space, while the others that lack the entrepreneurial skills of digital marketing are usually classed as unemployable because of the absence of digital marketing skills.

Most of the schooling system that exist in Nigeria have not fully inculcated proper measure of establishing high entrepreneurial competence among students, because on daily basis due to technological advancement there is a growing need to assess the adequacy of current educational programs in preparing business education students with the necessary digital marketing skills.

In order to reshape how businesses education students perceive and reacts towards acquiring digital marketing skills, the need for this survey is necessitated and thus the aim of this research is to survey how acquisition of digital marketing skills will foster the employability of business education students and their business/ job creation skills.

Research Questions

Six research questions were raised to guide the study

1. What are the key digital marketing skills perceived by business education student for survival in the current economic landscape?
2. To what extent do business education program currently integrate digital marketing components into their curriculum for survival in the current economic landscape?
3. What is the level of awareness among business students regarding the importance of digital marketing for their economic survival after graduation?
4. What difference between the digital marketing skills emphasized in academic setting and those demanded by employers of business educators?
5. What there any significant difference between male and female business education students with regard to their level of awareness of digital marketing skills needed for their economic survival after graduation for employability?
6. Is there any difference between the digital marketing skill emphasized in academic setting and those demanded by employers by business educator's graduate?

Hypothesis

The following null hypotheses will be tested as 0.05 level of significance.

H₀₁: there is no significant difference between male and female business education students with regard to the level of awareness of digital marketing skills needed by

H₀₂: there is no significant difference between digital marketing skills emphasized in academic setting and those demanded by employers by business education graduates for economic survival in the current economic landscape

Purpose of the study

The main purpose of this study is to investigate the digital marketing skills required by business education students for economic survival after graduation. Specifically, the study aims to:

1. Determine digital marketing skills perceived by business education student for survival in the current economic landscape.
2. To determine what extent do business education program currently integrate digital marketing components into their curriculum for survival in the current economic landscape.
3. To determine the level of awareness among business students regarding the importance of digital marketing for their economic survival after graduation.

4. To determine the difference between the digital marketing skills emphasized in academic setting and those demanded by employers of business educators.
5. To determine if there is significant difference between male and female business education students with regard to their level of awareness of digital marketing skills needed for their economic survival after graduation for employability.
6. To determine if there is difference between the digital marketing skill emphasized in academic setting and those demanded by employers by business educator's graduate.

Significance of the Study

The study on the survey of digital marketing skills required business education students for economic survival after graduation will be beneficial to, educational and coaching institutions, students, researchers, entrepreneurs and also stakeholders involved in job creation will find the findings of this study significant.

The findings from this study will enlighten the stakeholders of educational institutions on the kind of curriculums that will aides expose the students to the current demand of the economy in Nigeria, and how the rights use of digital tools can make them soar above the economy crunch. The findings from this study will also help professionals involved in career counseling to be able to provide more accurate and targeted advice to business students, helping them navigate the complexities of the job market.

Business education students benefit by gaining awareness of the specific digital marketing skills that are crucial for their economic survival after graduation.

The findings can help employers and industry professionals with valuable information about the expectations and preferences concerning digital marketing skills in potential hires, allowing for more targeted recruitment and a better understanding of the skill sets available in the job market.

The findings can help government bodies and educational policymakers to be able to make informed policy decisions aimed at improving the relevance and effectiveness of business education programs in meeting the demands of the digital economy.

The findings will also be an essential recipes to other researchers and academician because it will be revealing the current knowledge gap that exist, in the aspect of students awareness and perception towards digital marketing skills, thus this will contribute to the body of knowledge in the field of business education, providing a basis for further research on the intersection of academic curriculum and industry needs in the digital age.

Scope of the Study

This study will cover all the business education students in the Faculty of Education in the University of Benin.

Definition of terms

The following terms have been operationally defined they are:

Digital marketing skills: Digital marketing skills refer to the abilities, knowledge, and expertise required to effectively navigate and leverage digital channels for marketing purposes.

Economic Survival: Economic survival refers to an individual's or entity's ability to sustain and navigate financial challenges, ensuring their continued existence and well-being in the face of economic pressures or uncertainties.

Data Analytics: refers to the utilization of functional procedures and modern software's to gather and process a wide range of information from different online interactions of your target market. These online interactions could be in the form of content consumed, online transactions, search queries and other relevant footprints relevant to your business

Employability: is used to describe the state when an individual possess the necessary skills for a particular job prospect and they can be employed for the job.

SEO: search Engine Optimization basically refers to the use of search engines like google, Bing and Wikipedia to create an algorithm of the kind of prospective customers that can visit or assess your sites digitally.

CHAPTER TWO

LITERATURE REVIEW

The current chapter is grouped into the following sub headings;

- Theoretical Frameworks
- Nigeria Current Economic Landscape
- Concept of Digital Marketing Skills
- Digital Marketing Skills and Business Education Students For Survival in the Current Economic Landscape
- Integration of Digital Marketing Component With Business Education for Survival into Business Education For Survival in the Current Economic Landscape
- Awareness of Digital Marketing Importance Among Business Education Students
- Difference Between Digital Marketing Skills Emphasized in Academic and Those Demanded by Employers
- Summary of Reviewed Literature

Theoretical Framework

The theoretical framework for this study was the diffusion of innovation theory, the theory was first propounded by E. M. Rogers in the year 1962, and then in 2003

Rogers revised the theory. The theory basically explains how new idea passes through the stage of adaption by different people who begin the usage of an idea. Innovation is communicated through specific channels over time to members of a social system. The four components of the diffusion of the innovation process are the social system, innovation, communication channels, and time (Rogers, 2003). Dearing (2009) suggested the process of diffusion innovation starts slowly and over time begins to accelerate positive communication. The use of the diffusion of innovation theory with a multidisciplinary approach produced a rich and diverse understanding of diffusion dynamics (Frattini, Bianchi, Massis, & Sikimic, 2014). The robustness of this theory derived from the many disciplines and fields of diffusion studies, and the nature of the theory suggests leaders determine what innovation will be adopted (Dearing, 2009). Information flows through social networks as an innovative form of communication (Rogers, 2003). Once business leaders implement an online marketing strategy, they have created a social system, which supports continuous interaction with employees, stakeholders, and consumers.

The diffusion of innovation theory was used as the theoretical framework of this study because it relates the trends of how the internet started then gradually there were several improvisation and usage of it, from the internet the digital space is birthed which encompass social media, online/ digital marketing, online traffic generation for business, search engine optimization and advertisement.

Nigeria Current Economic Landscape

The Economic landscape of a nation basically refers to the overall picture of a country's economic environment, including factors such as the economic structure, policies and conditions, at such it enfolds the various economic indicator such as Gross Domestic Profit (GDP), inflation, unemployment, trade balance, foreign direct exchange and other civil allied matters. The economic landscape also includes other factors that shape the economy, such as demographics, technological development, natural resources, infrastructure, and political stability. The economic landscape provides a holistic understanding of the state and trends of a country's economy and can be useful for investors, policy makers and businesses in making strategic decisions.

Talking about the economic landscape of Nigeria, the employment rate in the country cannot be neglected, employment rate is an essential indicator of a nations GDP because it influences the consumer spending ratio, when employment rate is on the high side the populace have more money to spend on goods and services, which boost the profit of a Nation, similarly when the employment rate is low there will be a reduced spending on goods and services which will significantly reduce the revenue of a country, According to the National Bureau of Statistics (NBS, 2023) there is a recent surge in the unemployment rate in Nigeria, which were ascribed to be caused by inflation, and insecurity which have led to the exit of some of the foreign investors that ensure the citizen of the nation benefits from their establishment. A survey was done to evaluate the statistics of employable graduates, the findings indicated that the prospects for

employments have worsened, and this has remained the focus of government to improve the prospects of enhancing the employability of graduates. From the assessment it was discovered that a large mismatch exist between university graduates and the demand of labor markets, Andrew et al., 2001 posited that the main cause for the decline in employability ratio of university graduate is due to weak economy.

Nigeria's population is said to have reached about 167 million people in 2012 (National Bureau of Statistics). The National Population Commission (NPC, 2013) states about half of the population is made up of youth, defined as individuals between 15 and 34 years of age. Unfortunately, as the youth population grows, so does the unemployment rate. In fact, unemployed youth numbered about 11.1 million in 2012 according to Iwayemi (2013). A number of trends in youth unemployment in Nigeria has been identified as the hallmark of some of the challenges that leads poor economy states of the country.

The high unemployment and poverty rates in Nigeria have necessitated the need for all involved parties including Government, business and educational stakeholders to collaboratively invest sufficient amount of resources on business education. This investment will help provide individuals with the skills and knowledge needed to positively influence the business and economic landscape in Nigeria, this collective effort is also necessary to build a resilient economy that can withstand economic setbacks. This strategic approach according to Edokpolor, Edokpolor and Olupayimo (2016) can help to serve various purposes, which include financial management, staff development,

curriculum renewal, service delivery, students mentoring, equipment donation, raising course awareness, facilities management, and lots more. Edokpolor and Egbri (2017) stated that the effective optimization of resources would further help in promoting the development of Nigerian economy.

Concept of Digital Marketing skills

Digital marketing encompasses all marketing activities carried out in the online sphere, as described by Kingsnorth (2016). According to Ezeani (2012) it involves the profitable endeavors of businesses in producing goods and services on digital platforms. The Key skills necessary for entrepreneurs in digital marketing include understanding search engine optimization, managing social media, recognizing seasonal fluctuations in demand, predicting product sales, identifying market trends, understanding customer needs and shortages, grasping advertising techniques, interpreting indicators of competition, and assessing the availability of raw materials and finished goods and services.

Chaffey et al., 2010 defines digital marketing as the application of the internet and related digital skills and technologies to achieve marketing objectives. According to Jones, Borgman, and Ulusoy (2015), online marketers are using Internet technologies in increasing numbers, which presents opportunities for businesses to reach and connect with more people through websites and social media sites. Smith (2017) discovered 69% of consumers use social media to share information about products and services.

Since the incidents of pandemic (Covid-19) that struck global economy and business space, it was found that some of the method used in the business world became outdated, there was a higher demand of digitize system and individuals with techy intellect, the orders of important of the different skill requirement also changed (Pato et al., 2021), as a result of the current economy dilemma new methods of skillsets are required for survival, especially in the structure of employability.

Digital Marketing Skills and Business Education Students for Survival in the Current Economic Landscape

Business education is a curriculum treated in higher institutions and in business institutes that aims to equip learners with the necessary knowledge, skills, and mindset to create jobs and pursue further education. This program of instruction provides the foundational building blocks for launching or expanding a business, while also fostering an entrepreneurial spirit and the motivation to seek out new opportunities in essence, business education empowers individuals with the tools and confidence to pursue their aspirations and contribute to economic growth, available evidence has shown that Nigeria is handling this sector with levity (Ekpenyong & Nwabuisi, 2003; Obunadike, 2015; Oladunjoye, 2016).

Economic survival refers to the ability of individuals to meet their basic needs and maintain a standard of living. It typically a measure of income, employment and access to basic needs of life. Economic survival can be impacted by many factors, including economic conditions, government policies, and individual characteristics such as

education and skills. There are several consequences attached when the right survival strategy is not utilized for a particular economic season as this, therefore economic survival strategy is an important factor that cannot be negated.

Since ancient times individuals have thrive to gain mastery in trades that will be source of livelihood to their family in order to counter the effects of economic backlash, that will impoverish their whole family then in the late 18th to mid-19th century individuals were tremendously involved in small scale business that could just fend for only them and their immediate family, but at the advent of western education individual enroll into university to gain the necessary certification and skill set for a particular job prospects, which after attaining certification they become fit for the job. According Brown & Hesketh, 2004 employability is the relative chance of getting and maintaining an employment. There are different types of employment that people may engage in, including full-time, part time, contract and being self-employed.

Business has been the main stay of the economy of different countries, successful businesses facilitates the employment chain in the economy. In Nigeria there are several companies that are out for business and these range from telecommunication, automobile, chemical, logistics, hospitality, health, textile, building, liquor and so on. For these companies to maintain their set standards and remain in business with their competitors will prefer highly employable graduates.

The demands from modern economy require that job seekers should be highly trained and skilled. Universities are required to produce qualified graduates that will meet the needs of these business that has been set up by different employers of labor. Since the industries define the characteristics and skill requirements of its work force which may or may not be matched by the graduates being produced by universities, the onus lies more on the university teachers to see to constant review of syllabus to suite these demands. In recent times, there have been reports of great discrepancy between industry's expectations of their workforce and the institutions' capacity to produce employable graduates in Nigeria.

This is the more reason why disciplines that teach entrepreneurial skills like business education should also be aimed to inculcate employability skills and attitudes in students to motivate business intentions (Middleton, 2020). Stakeholders in business education are therefore desired to improve on the curriculum to meet the present day demands. Business education can be made a school wide course for all students such that the students can have an idea of how to acquire skills even relevant to their respective field of study.

These skills will be geared towards making them employable in the labor market after graduation. Idaka & Uzoechi (2016) listed some additional skills necessary to be acquired by graduates to improve on employability which are; initiative and enterprise, teamwork, communication, problem solving, planning and organization, self-management, decision making and computer skills. All state government in Nigeria

through the Ministry of Education can encourage both public and private schools who are not offering business education to start the programs. Special committees can also be set up to look into creation of short term courses that can offer training for willing individuals from the business world so that skills and necessary knowledge can be acquired which will be applicable to the present day demands.

The employability quotient of students is improved by acquisition of different digital skills which will aid their adaptation to the constantly changing economy. Most employers of labour categorizes this skill as cross-functional skills and are mostly soft skills, which are defined as skills that are used to evaluate the transversal competences of a person, such as social attitudes, communication capability, other personality traits that characterize relationship between people and intelligent quotient (Cimatti, 2016).

Doyle, 2019 in his study listed the skills necessary to gain competence in a digitalize world, these skills includes; Online marketing, oral communications creative problem solving, digital presentation, statistics and quantitative business analysis. It is essential that both employers and employees are aware of the soft skills expectations of the digital business world, this awareness will motivate employees to develop skills and provide financial recognition to employers (Bassi & Nansamba, 2019). The change in the structure of the labor market shows that the number of jobs where social skills and professional expectations require specific soft skills related to analytical skills (Varga et al., 2017), even though these skills are more difficult to measure than digital knowledge, work field-specific experience, language and mathematical knowledge (Mészáros, 2017).

which help motivate employees to develop skills and provide financial recognition to employers (Bassi & Nansamba, 2019). The change in the structure of the labor market shows that the number of jobs where social skills and professional expectations require specific soft skills related to analytical skills (Varga et al., 2017), even though these skills are more difficult to measure than digital knowledge, work field-specific experience, language and mathematical knowledge (Mészáros, 2017).

Karimi and Pina, 2021, investigated the digital marketing skills that were not in the university curricula of the student, and the skills are of high value. In their study they describe process that could effectively raise the levels of student digital marketing skills, that schools should engage representative from different companies that are the main employers of labour in that career prospects, that this will shorten the knowledge gaps within student and employability criteria of firm.

It worth noting that beside curriculum deficiency, admission policy, poor funding and sorting syndrome among others are causes of poor graduate employability (Dragoni, 2019). When a student who scored low marks in the Joint Admission and Matriculation Board exams is given admission based on ‘indigineship’, quota system, brib and so on, it is most possible such may not take academics serious or may not be able to cope with the intellectual rigour involved in tertiary education. Therefore, there is need for standard admission policy especially in the states tertiary institutions so that students who will eventually graduate and make the school proud be admitted. Also school’s management

should make stringent measures against staff members getting involved in admission sorting or any corrupt practices of such.

Other findings of (Kovacs, 2021) indicated that University students that have some years of working experience has better motivation towards acquisition of essential digital marketing skills, according to (Azevedo et al., 2012), most employers are not confident regarding business graduates ability in key knowledge areas and in key generic competencies that seemed to be essential in long term employability, this is an implication for the development of education standards around essential digital skills for the most relevant skills for the future.

According to Kazilan, et al., 2009 employability skills which are synonymous with entrepreneurial skills refer to a group of important skills instilled in each individual to become a productive workforce. According to Hillage & Pollard as cited in Imeokparia & Edigbonya (2012), employability refers to a person's capability for gaining and maintaining employment. Employability skills or entrepreneurial skills are the skills needed by an individual to function effectively and efficiently in the world of work either as an employee or an employer of labor. Specifically, entrepreneurial skills are very important for success in self-employment.

Integration of Digital Marketing Component with Business Education for Survival in the Current Economic Landscape

The contemporary business landscape underwent a profound transformation with the rapid integration of digital technologies. As businesses increasingly pivoted towards digital platforms, understanding the specific skill sets crucial for success became imperative. The need for basic digital marketing skills cannot be overemphasized, digital marketing are important and essential skills which determines the fate of a business; most businesses are on a down trend in terms of sales. Having the right digital marketing skillsets makes an entrepreneurs informed, knowledgeable and confident as to determine the most efficient method of physical distribution of goods and services.

Currently digital transformation has advanced it tentacles into different prospects and has revolutionized the roles of business experts in the sector especially in terms of how marketing is to be done in the sectors. Since there has been a wide spread and adoption of digital marketing practices, especially with the use of social media and mobile marketing, the way through which firms and customers behave, interacts, collaborate and co-create value has changed (Cova et al, 2011; Frow, 2008). Another important factor is the increase in the number of services related to accelerating urbanization and ageing in developed societies, which has led to an appreciation of non-cognitive skills.

This advancement is requiring firms to rethink their marketing strategies by hiring new professional that suits the trends, and this will require creation of new organizational

structures to succeed in the digital domain (Royle & Laing, 2014). Numerous studies examined employers' job offers and recruitment practices, which show that employers have recognized the importance of non-cognitive skills (Clarke, 2016; Börner et al., 2018; Hoeschler & Backes-Gellner, 2018; Verma 2019).

According to Njoku, 2001, business education is an encompassing program that teaches marketing skills, management skills, accounting skills and other business skill to make the study area relevant in the current economic landscape, now digital marketing may not necessary have this all-encompassing program to make up an efficient and sustainable sales profiles, being efficient in the optimization of SEO, and social media, those not qualify an individual to be a good sales maker, because the hallmark of digital marketing is to make prospective sales of whatsoever products the company or an entrepreneurial firms sales. Therefore it is essential that business education skills and digital marketing skills be integrated.

But so many young graduates of business education might want to treat the two skill sets in separate isolation, may not be able to adapt the competitive nature of their counterparts that engage and integrate different skills such as digital marketing skills, communication skills, problem solving skills, excellent time management skills (Agomuo, 2002).

The economic survival strategy of most graduate is bent on how best they can acquire an entrepreneurial skills to be successful largely depends on the entrepreneur's

knowledge and skills to market his goods and services. Skill acquisition is defined as the ability to be trained on a particular task or function (Mike, 2014). Mike emphasized that the importance of skill acquisition includes self-employment, diverse job opportunities, employment generation, effective function, and crime reduction. Idoko (2014) defined skill acquisition as the form of training by individuals or group of individuals that can lead to acquisition of knowledge for self-sustenance. It involves the training of people in different fields of trade under a legal agreement between the trainers and the trainees for certain duration and under certain conditions. Ochiagha (1995) stated that skill acquisition is seen as the ability to do or perform an activity that is related to some meaningful exercise, work or job.

Olufemi Akinsanya & Olusegun (2015) carried out a study on the impact of skills acquisition education on employment generation and the effect of skills acquisition skill acquisition on skills acquisition performances. Survey research design was employed by the researcher. 72 graduates' entrepreneurs which form our respondents were selected from 6 Local government Areas (LGAs) of Oyo State, South West, Nigeria, through the use of multi-stage sampling technique. Primary data were used for the study and were gathered through the use of structured questionnaire. The relationship among skills acquisition education, training, university type, employment generation and entrepreneurs' performances were tested using t-test and Pearson Product Moment Correlation. The outcome showed that majority (82.6%) of the respondents agreed that skills acquisition education empowered them to start a business of their own ($r= 0.826$, p

< 0.05). The findings also indicated that skill acquisition by majority (61.4%) of the respondents had improved their performance ($r= 0.614$, $p < 0.05$). Furthermore, the results showed that there exist significant differences between types of university attended and employment generation among the graduates' entrepreneurs. The study is on impact of skills acquisition education on employment generation and the effect of skills acquisition not the programmes employed by government in reducing unemployment which this study seeks to deal with.

Gidado and Akaeze (2014) also opined that the reasons why several graduates are stranded are due to fact that they lack attributes that make them good in business and they also lack the following marketing skills; marketing information skills, marketing research skills, data collection skills, methods and data interpretation skills, segmentation skills, strategic and planning skills, pricing mathematics skills, product development skills, advertising skills, personal selling skills and sales promotion skills. In a related view, Oboreh (2011) identified the following marketing entrepreneurial skills: ability to capture and retain the attention of customers, ability to promote and sell organizational product, ability to analyze and demand and sell the products, ability to acquire effective sales habit, ability to acquire good sales habit, ability to carry out effective marketing and information research, ability to budget and forecast, ability to be self-reliant and self-sustainable and knowledge of seasonal fluctuation of goods.

According to a study carried out by Kornelia, 2022, the aim of the study was to explore “Digital marketing employability skills in job advertisements- must have soft

skills for entry level workers”, in the exploration section of the research, eighteen job advertising portals were listed. For testing the keywords and filtering systems of the job portals, digital and online marketing keywords and filtering possibilities were tested and the search results were summarized. In conclusion, it is not possible to precisely state the proportion of all graduate and junior job advertisements that the advertisements represented in the sample because of the inaccurate filtering. For analytics, 5548 job advertisements were downloaded in February 2021 from the five TOP Hungarian online portals: Profession.hu, hu.Indeed.com, LinkedIn.com, Jobline.hu, Careerjet.hu. These portals were selected because these platforms are the most frequented in the field of digital marketing and the usability and filtering systems fulfilled the research sampling requirements. The findings of the study indicated that out of the 5,548 jobs that were announced 1,268 of the employer required basic soft skills like the use of Microsoft and office packages, while 1,206 employers required their employee to have core marketing skills, 1,159 employers of labor also had the perception for digital and technical skills from their employee, while the remaining 926 expects good business analytical skills from their employee.

Banabo & Ndiomu (2011) carried out a study on skills acquisition and skills acquisition education a Strategy for Sustainable Development. The purpose of the investigation is to x-ray, theoretically and empirically, how skills acquisition can be encouraged among Nigerian youths while encouraging skills acquisition education among Nigerian Varsities to develop the minds of these youths. The paper adopted an

empirical approach where 300 small scale entrepreneurs and 300 students were surveyed using simple random sampling technique. It was therefore discovered that the majority of youths vices like kidnapping, militancy, unemployment, poverty etc can greatly be reduced by engaging youths in skills acquisition ventures. Among other things, it was recommended that government should mobilize competent skills acquisition personnel to move round schools and communities using both formal and informal approaches to train and retrain youths and adults, literates and illiterates, employed and unemployed. This study addresses skills acquisition education strategy for Sustainable Development.

According to Ameh and Ezeahurukwe (2016), economy survival strategies must involves research, product development, design and testing, and concentrates primarily on consumers or buyers. This is because when consumer needs have been identified, marketing strategies are developed and designed, it becomes eminent to how best to reach out to the best consumers of your goods and services with the aim of persuading them to buy the product, to make them willing to pay a good price that suits the products Ezeani (2012).

In the opinion of different researchers like (Ugo et al., 2018; Peterson, 2012; Ahmad et al., 2017) they opined that digital marketing skills is an essential for all graduates not only the business education students, that as an individual you must first be able to sell yourself first to the prospective employers and clients before you can shifts the gear to encourage them to buy your products. Thus digital marketing skill is a key entrepreneurial skill to develop it also involves identifying means to develop products or

services that will satisfy those wants of the general public and also determine the best possible price to promote and distribute that products or services.

Self-marketing is personal branding because it uses tools to create an image of oneself. In a recruitment situation a candidate takes the opportunity to effectively communicate the skills and competencies to potential employers. (Marketing-schools.org., 2012) Manai 2011, explored the use of self-marketing tool box for business students. The tool box comprised of self-evaluation, use of social media and strategy building in the process of pursuing a career. It was found that the students appreciated the tool box and used it as a guide for self-marketing. They were also open to improving the tool box for better use in future. This strengthens the fact that teaching employability skills surely proved beneficial to students and facilitate their understanding of the requirements of the competitive job market.

Another study carried out by (Batra et al., 2009) emphasized the importance of self-marketing tools even for educators. The study described self-marketing tools as opportunity for educators to package their credentials through tools such as personal commercial, CV, self-assessment exercise and portfolio and systematically plan for their career growth. This fortifies the training of engineering fresh graduates in this current study to have an impressive self-marketing mix – be it writing a professional CV or preparing for commonly asked interview questions, giving the fresh graduates additional confidence and increased self-esteem and inspiration to do a smart job search.

Oyerinde and Falana (2016) described digital marketing skills as requisite skills that involve thinking about how to reach the targeted audience for products and services produced by an entrepreneur and most advanced digital marketers utilize the Search Engine Optimization (SEO). They further opined that any entrepreneur who acquires this skills will be able to sell such products for a profit. Marketing is an essential skill on which depends the success or failure of businesses.

Odunayo (2014) also carried out a similar study to examine the attitudes of Young graduates towards skills acquisition in Abeokuta town, Ogun state, South West, Nigeria. The study identified the specific attitude of the young graduates towards skills acquisition skills and also identified the factors affecting skills acquisition characteristics among the Youth/Young graduates. A structured questionnaire was used for the study. The questionnaire was distributed to participants at Muda Lawal Stadium, Abeokuta, Ogun State when they converged for immigration interview. Thus, the sample size used for the study comprised valid 400 respondents which represents 20% of the unemployed youths in attendance. The statistical tool for analyzing the data and interpretation was the chi-square (non-parametric) statistical technique and percentage counts. The study revealed that most of the Youths/Young graduates had little or no knowledge about skills acquisition education and training from their respective tertiary institutions. Therefore, the findings show that skills acquisition training should be part of programs of National Youth Service Corps (NYSC) in Nigeria to make the fresh graduate self-employed after a year mandatory program to serve their father land. The National Universities

Commission (NUC) should mandate all tertiary Institutions in Nigeria to create Skills acquisition development center and put in place two compulsory courses on skills acquisition for all undergraduate students' irrespective of their discipline. Governments at all levels can also support with funding schemes, tax policies through micro enterprises and the supply of needed infrastructures, business information and advices. The study basically addressed attitude of young graduates towards skills acquisition and not the programs employed by government in reducing unemployment which this study seeks to tackle

Awareness of Digital Marketing Importance Among Business Education Students

It could be acclaimed that in the 21st century the entirety of the popularly so called Generation z (Gen-z) are oriented and familiar with the usage of digital platforms like google, social media channels and other online space empowered by the internet for a sole purpose of communication and entertainment. Without being aware of earning income through acquisition of digital skills, a survey was carried out by (Bolarinde, 2016) to assess student's perception of digital marketing, majority of the students knew about it but do not consider it relevant in the business space.

Digital marketing which is also referred to as online marketing and also internet marketing, but most audience basically sees digital marketing as the sales of digital products, such as e-books, podcast and self-help lecture videos, it is well known that offline marketing has gone into substantial changes and the key roles of these transformation was birthed by the internet, (Petkus, 2010).

However, succeeding with digital marketing requires resources to create quality content and build followers. The benefits of online marketing include: economic pricing, targeting diverse demographics of customers at once, providing products and services conveniently, and allowing customers to easily research products and services to expedite the purchasing decision (Durmaz & Efendioglu, 2016).

Digital marketing provides opportunities for businesses to gain economic value via collaboration with stakeholders, customers, and employees (Purkayastha & Sharma, 2016). Small retail business leaders must incorporate online marketing strategies into their business plan to decrease the possibility of failure, grow their business, and become more profitable

Salihu (2016) conducted an empirical analysis to examine the relationships that exist between internet marketing and high sales prospects of business start-up in North Central Nigeria. Descriptive survey research design was employed; and graduates that had business were sampled using Taro Yamane sampling Formula. The researcher adopted a structured questionnaire which evaluated the relationship between internet marketing and high sales prospect in start-up business of graduates. The test gathered information through primary means, the data gotten were analyzed were analyzed using descriptive statistics and logistic regression in testing two hypotheses. The major finding of this study revealed that high internet marketing profiles have a significant impact on the amount of sales that is generated for start-up business and when the business have gotten high customer profile, they tend to limits the efforts they push into attracting

customers through the use of the internet. More so, the study result shows that online marketing has impacts on graduate's business start-up significantly.

Hassan (2013) investigated the Unemployment problem in Nigeria from the perspective of skills acquisition development. The study made use of primary data sourced from 220 respondents in Kogi State through administering of questionnaire. Their responses were tested using appropriate statistical tools like the simple percentage and the Chi-square research techniques; the result show that the unemployment problem in Nigeria can be solved through skills acquisition development and that government effort in this regard is not sufficient given the magnitude of the unemployed in Nigeria. The study identified that the reason for the high rise of unemployed graduates is due to their negligence on acquiring online and social media skills, where they can generate income.

Difference between Digital Marketing Skills Emphasized in Academic and Those Demanded By Employers

Business Education is an aspect of vocational education which has been existing for a very long time in the history of mankind. The acquisition of skills in most trades was not automatic; on the other hand, entry into each guild was highly controlled by the members from the knowledge of trade or craft originated and by initiated members. The only option available to anyone who wanted to learn any craft or trade was to undergo a period of training or apprenticeship. This roughly marked the beginning of vocational education which Business Education fall under. Business education is also used to

designate the preparation of teachers of business and economics both at the secondary and tertiary levels of education (Aquah, 2009).

The business education graduate students are expected to develop advertisement skills to enable them establish and publicize their products to audience that are in dire need of the service and also audience that must be convinced to patronize the product, this is part of a survival mechanisms, because It is obvious that the world has become a global village where there is the interplay of the competing needs, demands and activities on a daily basis, no single individual has all it takes to move the engine of growth across the globe forward for the good of man in order for man and nations of the world to avail themselves of the resources needed for growth. Business education graduate students require marketing skills in order to enable them identify their potential customers; persuade them to buy their products or services.

Ochiagha maintained that for skills to be acquired, appropriate knowledge, attitudes, habit of thought and qualities of character are learnt to enable the acquirer develop intellectual, emotional and moral character which prepares the individual for a brighter future. Similarly, Donli (2004) was of the view that skill acquisition is the manifestation of idea and knowledge through training which is geared towards instilling in individuals, the spirit of entrepreneurship needed for meaningful development. Donli stressed that if individuals are given the opportunity to acquire relevant skills needed for self-sustainability in the economy, it will promote their charisma in any work or business situation.

Digital marketing skills is also an essential aspect of business startups and existing business, thus it is demanded by employers but are not emphasized in academics, and it should be part of the focus of business education students, and also when designing the curricula of an academic institutions is being design the why and how to do online marketing should be included in the curriculum. Most business education student that were never opportune to be in the business space, may not be granted the opportunities to explore probably engagement via SIWES, but rather as students from a department in faculty of Education they are mandated to go for teaching practice in schools, which may not necessarily add up to their knowledge bank in terms of them acquiring skills that will be demanded in the business space by the prospective employers of labour.

According to Gidado and Akaeze (2014), marketers conduct surveys leading to the identification of customer needs and want and develops products that would meet those needs and wants profitably. This implies that business education can promote entrepreneurship through making entrepreneurs to properly perform their entrepreneurial functions. This is because the knowledge of marketing would prompt a business education graduate student to make good use of the seven Ps of marketing namely: product, price, place, promotion, packaging, positioning and people. It is expected that this would lead to the development of sound product ideas which would be translated into acceptable products in the market. The acquisition and utilization of the right marketing skills will promote entrepreneurship by leading to the proper and acceptable pricing of products, making the product available at the right place and time as well as using the

right promotional techniques to stimulate customers to buy the products (Gidado & Akaeze, 2014).

Chinwe & Ugwu (2013) carried out a study that was aimed at assessing the challenges that militates against Nigerian graduates in acquiring digital skills that will be sources of survival in the present economic state. The study adopted descriptive survey design. Population of study comprised one hundred and ninety (190) postgraduate students broken into three categories viz: those that enrolled for post-graduate studies on graduation are (97), those that are already working are (37) and those that have spent a number of years in various skills acquisition engagements before embarking on the study (56). Instruments for data collection were questionnaire and interview with questionnaire items derived from the research questions. Only a section of the third category of respondents was interviewed further to ascertain the various skills acquisition activities they engaged in and how it benefitted them. Frequency tables mean, and percentages were used to analyze data. The findings showed that up to 60% of the respondents did not possess the requisite skills acquisition and ICT competencies crucial for the skills acquisition opportunities in Nigeria. Moreover, they have not developed their interest, culture and mindset toward skills acquisition, because of some major challenges such as inadequate education and training, poor access to markets, inadequate infrastructure and facilities, lack of finance and low support services. Other findings include unfriendly business policies, lack of self-confidence, fear of failure and high interest in paid employments. The study only looked at challenges and not the programs employed by

government to impact graduates in reducing unemployment challenges which this study seeks to address.

Equipping business education postgraduates students with different skills are means of taking corrective measure for the high level of unemployment and weak economic stance of the nation, when more graduates are empowered with the right skillset they definitely will step out to influence the economy of their nation for the better. Without skill acquisition the national goals of employment generation and self-sustainability cannot be realized hence corruption and violence will rise to high level. Self-sustainability is defined as the social and economic ability of an individual, household or a community to meet essential needs (including protection, food, water, shelter, safety, health, business and education) in a sustainable manner and with dignity (Anukan, 2013). Ogbonna (2017) pointed that self-sustainability refers to dependence on one's abilities, judgment and resources to do whatever should be done. It is a state of being in which a person or an entrepreneur needs little or no help from or interaction with others. An individual is said to be self-sustained when the individual can depend less on other people and family in the management of human and material resources. Citizens of a nation will be self-sustained when they have possible cause to access and utilize the essentials of life which includes good food, clothing, shelters, medications, transportations and functional education (Ofoye, 2015). For one to be sustainable, one must be enterprising, and one is enterprising when there is attributes of verbal skills for selling, dominating, leading, seeing oneself as a strong, masculine leader (Ugwuda, 2014).

There are evidences from the developed societies that shows a positive relationship between entrepreneurial skill acquisition and self-sustainability (Agbeze, 2012).

Innovation of small and medium businesses is an essential survival strategy, and this has helped to drive the pursues of financial stability of most graduates, Christensen, 2013 revealed specific trends of business innovation that have had positive impacts on the economy, small business can engineer change through the regular conversion of fresh ideas into products that can make profits and later advance into conglomerate of firms that will creates job opportunities for other fresh graduates. Luo et al. (2017) illustrated that enough evidence shows that the high learning capability has a link to innovative enterprises and that it allows businesses to do a complete knowledge finding using transfer perspective knowledge. The unique style of value recognition exists between the knowledge relationship, search breadth, and innovation. The connection is stronger when an enterprise does not have an association with the other group and carries on its operation in a high technology business environment.

Summary of Reviewed Literature

The various literature that were assessed in this study ascertained the importance and necessity of acquiring digital marketing skills by business education student and also integration of their knowledge of business education to make positive progress in the business space. But it was identified by some researchers that the curriculum in most colleges of education, polytechnics and university do not offer a robust curriculum that will empower t some other researchers further opined that digital marketing skills is an

essential skills for all graduates not only the business education students, that as an individual you must first be able to sell yourself first to the prospective employers and clients before you can shift the gear to encourage them to buy your products. Thus digital marketing skill is a key entrepreneurial skill to develop it also involves identifying means to develop products or services that will satisfy those wants of the general public and also determine the best possible price to promote and distribute that products or services.

Literature reviewed also showed the level of awareness business education student have on knowledge of digital marketing, it was reported that majority of the students utilizes digital spaces empowered by internet for other purposes apart from the marketing which was supposed to be their core interest, these dilemma were attributed to some factors such as the students are not exposed to the relevance of business marketing skills and the enormous opportunity attached to it, until they get into the business space and discovered the very skill they toyed with are the most sort after requirement for employability. Except the business education student want to venture into academics as a teacher or even in a lecturer, though this does not back date the importance of acquiring digital skills.

Strategy for economic survival for business education students were also enlisted by the different authors, skills acquisition, communication, accounting, problem solving, creative formation of business ideas and self-marketing skills were identified by the researchers. The survival strategy of most graduate is bent on how best they can acquire

an entrepreneurial skills to be successful largely depends on the entrepreneur's knowledge and skills to market his goods and services. Also Gidado and Akaeze (2014) also opined that the reasons why several graduates are stranded are due to fact that they lack attributes that make them good in business and they also lack the following marketing skills; marketing information skills, marketing research skills, data collection skills, methods and data interpretation skills, segmentation skills, strategic and planning skills, pricing mathematics skills, product development skills, advertising skills, personal selling skills and sales promotion skills.

Some of the reviewed literature assessed the challenges that militates against Nigerian graduates acquiring digital skills that will be sources of survival in the present economic state. The findings showed that up to 60% of the respondents did not possess the requisite skills acquisition and ICT competencies crucial for the skills acquisition opportunities in Nigeria. Moreover, they have not developed their interest, culture and mindset toward skills acquisition, because of some major challenges such as inadequate education and training, poor access to markets, inadequate infrastructure and facilities, lack of finance and low support services. Other findings include unfriendly business policies, lack of self-confidence, fear of failure and high interest in paid employments.

CHAPTER THREE

METHODOLOGY

This chapter deals with the method to be employed in carrying out the study which includes;

- Design of the Study
- Population of the Study
- Sample and Sampling Techniques
- Instrumentation
- Validity of Instrument
- Reliability of Instrument
- Method of Data Collection
- Method of Data Analysis

Design of the Study

The study adopted descriptive survey design. This design was considered appropriate since it enabled the researcher to collect detailed and factual information from a sample of respondents to be a true representation of the population.

Population of the Study

The population of (100-400 level) business education student in University of Benin is 600 student. This study encompasses all business education student enrolled at

the University of Benin. This study shows the total population of over 600-student spread across each level (100 level to 400 level).

Business Education Student	Population Size
Level 1	200
Level 2	180
Level 3	140
Level 4	80
Total	600

Sources: The Department of Vocational Technical Education

Sample and Sampling Techniques

The study utilized Taro Yamane formula ($N/1+N(e^2)$) to determine the sample size that will fit the population of the study, thus a sample of eighty eight (88) students will be randomly selected from the three (3) levels (200, 300 and 400 level) based on their knowledge of digital marketing.

From the computed sample size which requires approximately 88 business education students to fit the population of the study. Minimum of 29 students will be sampled from each of the level (200, 300 and 400).

Instrument for Data Collection

The instrument used in this research study is a likert scaled questionnaire. The questionnaire consists of 15 items which is subdivided into two sections; A and B. The section A contains the respondent's personal data. This includes gender, and level. In the questionnaire the respondents are to tick () in the column of their choice against the

expected answer as shown below; Very High Extent (4), High Extent (3), Very Low Extent (2), Low Extent (1).

Validity of the Instrument

The instrument will undergo validation by the supervisor and any other two addition expert, in the vocational and technical education at University of Benin. Each of them will receive a copy of the instrument to verify its accuracy, and any suggestions they provide will be incorporated to produce the final version of the instrument.

Reliability of the Instrument

The reliability of the instrument will be determined through the reliability of the questionnaire

Method of Data Collection

Direct delivery and retrieval method will be applied in the administration of the questionnaire to the respondents. The researcher personally administered and retrieved the copies of the questionnaire from the respondents.

Method of Data Analysis

In this study the retrieved data will be analyzed using descriptive statistics (frequency, percentage and Mean). A mean of 2.01 was set as benchmark, any mean below 2.01 was regarded that the respondents considered the item is being incorporated in a low and very low extent. The Hypothesis in this study was tested using T-test.

CHAPTER FOUR

PRESENTATION OF RESULTS AND DISCUSSION OF FINDINGS

This chapter presents the result obtained from the data analysis of the study. The results are presented according to the research question and hypothesis formulated to guide the study. The previous three chapters contained the background of study, literature review, research questions, and methodology associated with this research. The results of this study are represented in the tables below.

Table 4.1: Demographic distribution of respondents

Characteristics	Category	Frequency	Percentage (%)
Gender of the respondents	Male	45	49.5%
	Female	43	47.3%
	Total	88	100
Level	200	28	31.8%
	300	29	33.0%
	400	31	35.2%
	Total	88	100%

Table 4.1 reveals that out of the 50 respondents that were sampled in the department of business education, 45 were male, constituting 51.1 % of the total sample, while 43 were female, making up the remaining 48.9 %. Regarding the levels of business education student 28 and 29 of the respondents were in 200 and 300 level respectively while 31 other respondents that were sampled were in the final year (400 level).

Research Question One: key digital marketing skills for survival in the current economic landscape?

Table 4.2: Digital Marketing Skills in the Recent Economic Landscape

Items	Mean	SD	Remarks
Data analysis skills are consider essential by business education student for survival in the current economic landscape	3.29	0.77	VHE
Business education student engage in content creation in order to survive in current economic landscape	3.08	1.03	VHE
Email marketing skills are consider essential by business education student for survival in the current economic landscape	3.09	0.86	VHE
Risk management skills are consider essential by business education student for survival in the current economic landscape	2.83	0.98	HE
Social media marketing skills are consider essential by business education student for survival in the current economic landscape	3.45	0.68	VHE
Cluster	3.182	0.86	

Note: 0.01-1.00= Very Low Extent (VLE); 1.01-2.00=Low Extent (LE); 2.01-3.0= High Extent (HE); 3.01- 4.00 Very High Extent (VHE).

Table 4.2 shows the digital marketing skills necessary for the recent economic landscape, the results indicated that data analysis skills, content creation skills, email marketing, risk management and social media marketing skills are essential by business education students in the current economic landscape.

Research Question Two: To what extent do business education program currently integrate digital marketing components into their curriculum for survival in the current economic landscape?

Table 4.3: Extent to which Business Education program integrate with Digital Marketing Components

Items	Mean	SD	Remarks
Data analysis skills are integrated into business education curriculum	3.14	0.94	VHE
Content creating skills are integrated into business education curriculum	2.91	2.45	HE
Email marketing skills are integrated into business education curriculum	2.91	0.98	HE
Risk management skills are integrated into business education curriculum	2.75	1.05	HE
Social media marketing skills are consider essential by business education student for survival in the current economic landscape	3.18	1.04	VHE
Cluster	3.07	1.41	

Note: 0.01-1.00= Very Low Extent (VLE); 1.01-2.00=Low Extent (LE); 2.01-3.0= High Extent (HE); 3.01- 4.00 Very High Extent (VHE).

The summary of results presented on Table 4.3 shows that data analysis skills is being integrated into business education curriculum to a very high extent, content creating skills is also being integrated into business education curriculum to a very high extent. While Email marketing and risk management skills are integrated into business education curriculum to a high extent but are not being emphasized much like social media marketing, data analysis, and content creating skills.

Research question Three: What is the level of awareness among business students regarding the importance of digital marketing for their economic survival after graduation?

Table 4.4: level of awareness among business students regarding the importance of digital marketing for their economic survival after graduation

Items	Mean	SD	Remarks
I am aware that digital marketing skills are crucial for survival as an entrepreneur in the current economic terrain.	3.33	0.92	VHE
I acknowledge the importance of digital marketing for employment in today's economy.	3.20	0.81	VHE
I firmly believe digital marketing proficiency boosts competitiveness post-graduation.	3.25	0.83	VHE
I reject the notion that traditional business skills suffice for economic survival in today's job market.	2.52	0.94	HE
I strongly endorse investing in digital marketing skills for long-term career success.	3.54	0.77	VHE
Cluster	3.19	0.85	

Note: 0.01-1.00= Very Low Extent (VLE); 1.01-2.00=Low Extent (LE); 2.01-3.0= High Extent (HE); 3.01- 4.00 Very High Extent (VHE).

Table 4.4 indicates the response concerning the level of awareness among business education student regarding the importance of digital marketing skills for their economic survival after graduating, majority of the respondent were aware that digital marketing skills are crucial for survival for survival as an entrepreneur in the current economy terrain, the results also indicated that the student also acknowledged that digital marketing skills is essential prerequisite for employability, and proficiency in these skills

gives business education students a cutting edge among their competitive counterparts. The notion was accepted that traditional business skills are no longer essential in the current economic terrain especially in the job market. The Cluster mean shows that investing in digital marketing skills should be endorsed for long term career success.

Hypothesis One:

There is no significant difference between male and female business education students with regard to the level of awareness of digital marketing skills.

Table 4.5: Summary of T-test analysis on the significant difference between level of digital skill awareness of male and female business education students.

Gender	N	Mean	SD	A	Df	t-cal	p-value	Decision
Male	43	3.51	0.67	.05	84	.009	.270	Notsignificant
Female	43	3.65	0.48					

Table 4.5 indicates that the calculated t-value is 0.09 at degree of freedom of 88 and .270 p-value. Since the p-value of .270 is greater than the alpha value ($P > 0.05$), the t-test results indicates that among male and female business education students there is no significant difference in their level of awareness of digital marketing skills. Therefore the null hypothesis is accepted.

Discussion of Findings

This chapter discusses the findings of the research. The study primarily did a survey on digital marketing skill required by business education student for economic survival after graduation, it also explore the level of awareness of the students towards the essentiality of digital marketing skills in giving an entrepreneur a cutting edge over their competitive counterparts in the business space.

Based on observations of the rising number of Nigerian graduates in recent years, as well as the growth in the number of new tertiary institutions such as polytechnics, universities, and various colleges, as well as the growing number of graduates without gainful employment even the few who are employed most times do not have the necessary skillset to survive in the business space. Thus business education is that education that succor the provision of requisite skills and competence necessary for economic survival after graduation (Ayuba et al., 2023).

The findings from the results presented in table 4.2 in this study, coincides with the results of Okoye, (2020), in his study he emphasized that email marketing is one of the most effective digital marketing strategies, he further adjourned that proficiency in email marketing help students drive engagement, nurture leads, and convert prospects into customers, This ability is still crucial for keeping lines of communication open with clients and generating a larger return on investment (ROI) than with other digital marketing platforms. Similarly (Eze et al., 2018) posited the importance of risk

management skills in an economy terrain filled with different uncertainties, in that context risk management is critical in identification and mitigating potential outlying risk. The findings of this study also correlates with the research of (Dada, 2019; Jegede & Owolabi, 2003) in their study they reported that content creation and digital marketing skills are essential for engaging modern consumer of goods and service. These skills are crucial in building brand awareness and driving sales in the digital marketplace.

Research question two bothers on the level at which this skills are integrated in the curriculum of business education student. The findings presented in Table 4.3 reveals that data analysis skills is being integrated into business education curriculum to a very high extent, content creating skills is also being integrated into business education curriculum to a very high extent. While Email marketing and risk management skills are integrated into business education curriculum to an high extent but are not being emphasized much like social media marketing, data analysis, and content creating skills. The findings of this study is similar to the study of (Rueda & Moralista, 2023), although in contrast to the findings of this study, Adeyere and Akerele (2006) argued that the massive unemployment among Nigerian graduates is due to the poor integration of digital marketing into the curriculum, and revamping the curriculum to meet the need of equipping the students with entrepreneurial and business skills is the only way to survival in the present economy. Nwosu & Ugboma, 2012 posited some reasons why digital marketing skills are highly integrated in the curriculum of business education students, they opined that some educators lack the necessary expertise in digital marketing, and

this results to a gap between academic training and the skills required by the business organizations.

Table 4.4 indicates the response concerning the level of awareness among business education student regarding the importance of digital marketing skills for their economic survival after graduating, majority of the respondent were aware that digital marketing skills are crucial for survival for survival as an entrepreneur in the current economy terrain, the results also indicated that the student also acknowledged that digital marketing skills is essential prerequisite for employability, and proficiency in these skills gives business education students a cutting edge among their competitive counterparts. The notion was accepted that traditional business skills are no longer essential in the current economic terrain especially in the job market.

In Contrast to the regular phenomenal in which male students generally exhibits higher awareness and proficiency in digital marketing skill awareness than their female counterparts (Adebowale & Dare, 2012). The findings of this study presented in Table 4.5 indicates that among male and female business education students there is no significant difference in their level of awareness of digital marketing skills. Therefore the null hypothesis is accepted. It is obvious that both male and female business education students have equal access to digital resources available to provide sufficient skillset for the business world.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

Summary

The study surveyed Digital Marketing Skill required by Business Education Student for Economic Survival after Graduation”. To guide this study, six research questions were raised. The study adopted descriptive survey design in sampling the correspondent. The population of the study consist of business education students in the University of Benin. The sample size of the study was 88 students selected from 200 level, 300 level and 400 level students. The research instrument used for this study was the questionnaire. The instrument was validated, and the reliability index showed that the questionnaire is fit for the survey. The data collected were analyzed using mean and standard deviation, while the hypothesis was tested using t-test at 0.05 alpha level. The findings that emerged shows that:

- The digital marketing skills required by business education students for survival in the current economy landscape includes; content creating skills, data analysis skills, risk management, email marketing and social media marketing.
- The respondents also posited that the aforementioned digital marketing skills are highly incorporated in business education curriculum in the university of Benin

- The findings also depicted that student have an high extent of awareness on the utilization of digital marketing skills to leverage their competitive advantage in the business world
- There is no disparity in the level of awareness of digital marketing skills among male and female business education students in the University of Benin, Edo state.

Conclusion

Based on the findings of this study, it was concluded that Digital skills are important because they underpin so much of how modern business is conducted. It can be thus be said that the future of Business Education depend to a large extent on the digital skill acquired. Business entrepreneurs today transact on a global market which happens to be the internet, and how versatile one's digital skill is determines how well the performance. The incorporation of digital marketing skills in the business education curriculum in Nigerian schools is still evolving. While some progress has been made, there is a need for more systematic and widespread integration to ensure that students are adequately prepared for the digital economy. Addressing challenges such as educator expertise, infrastructure, and industry collaboration is essential for improving the quality and relevance of digital marketing education in Nigeria. It is on this note that this research concludes that the future of Business Education in Nigeria depends heavily on digitalization and its effective usage by Business Education student. Business Education

Graduates can only achieve the designated role in the society when they are well grounded with relevant digital skills they need to succeed in the 21st century.

Recommendations

Based on the findings of this study, the following recommendations were made:

1. Students studying business education should be informed of the opportunities and possibilities for developing digital skills in Nigerian higher education institutions.
2. Business Educators must be willing to upgrade their skills on regular basis so as to be able to impart the skills and knowledge to students. Hence, there should be training courses for both teachers and students on digital skills as it is the new and future yardstick to thrive in the world of business and the society at large. Investing in the training and development of educators is crucial. Providing professional development opportunities and certifications in digital marketing for instructors can improve the quality of education and ensure that students are learning current and relevant skills
3. Computer laboratories with internet facilities should be provided for all business education departments in universities, polytechnics and colleges of education in Nigeria.
4. The curriculum used in business education department and courses should be overhaul to include digital marketing as a core component of business education.

Standardizing the curriculum across institutions can ensure that all students receive consistent and high-quality training in digital marketing

5. Some challenges that also militates against the full integration of business education is also short power supply, stakeholders in higher institutions should ensure that there is constant power supply for internet services.
6. Business Education student should upgrade to digitisation of their existing skillsets and the creation of new digital skills because remote and flexible working are more possible than ever

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APPENDIX A

Department of Vocational
and
Technical Education,

Faculty of Education,
University of Benin,
Benin City.

Dear Respondents,

LETTER TO RESPONDENTS

I am an undergraduate student in the Department of vocational and technical education, Faculty of Education, University of Benin, Benin City in Edo State. I am presently carrying out a research study titled "**A SURVEY OF DIGITAL MARKETING SKILL REQUIRED BY BUSINESS EDUCATION STUDENT FOR ECONOMIC SURVIVAL AFTER GRADUATION**". Kindly help to complete the questionnaire below as your frank response will be of assistance to this research. It is purely for academic purpose and the information you provide will be treated as confidential and will be used only for the purpose of this research.

Thank you for your cooperation.

Yours faithfully,

David Aideloje ERAGBAI

Researcher

EDU2006070

APPENDIX B

**STUDENT QUESTIONNAIRE DEPARTMENT OF VOCATIONAL TECHNICAL
EDUCATION, FACULTY OF EDUCATION, UNIVERSITY OF BENIN, BENIN
CITY**

A SURVEY OF DIGITAL MARKETING SKILL REQUIRED BY BUSINESS EDUCATION STUDENT FOR ECONOMIC SURVIVAL AFTER GRADUATION

SECTION A (DEMOGRAPHIC DATA)

Gender: Male () female ()

Level: 100 () 200 () 300 () 400 ()

SECTION B: Data on Questionnaire

For each of the following questions tick [] on the column that best describe your response using the following: Very High Extent (VHE), High Extent (HE), Low Extent (LE) and Very Low Extent (VLE)

SN	ITEMS	VHE	HE	LE	VLE
	key digital marketing skills for survival in the current economic landscape				
1	Data analysis skills are consider essential by business education student for survival in the current economic landscape				
2	Business education student engage in content creation in order to survive in current economic landscape				
3	Email marketing skills are consider essential by business education student for survival in the current economic landscape				
4	Risk management skills are consider essential by business education student for survival in the current economic landscape				
5	Social media marketing skills are consider essential by business education student for survival in the current economic landscape				
	To what extent do business education program currently integrate digital marketing components into their curriculum for survival in the current economic landscape?	VHE	HE	LE	VLE

6	Are Data analysis skills are component of business education curriculum, to what extent is it integrated in the curriculum?				
7	Are Content creating skills are component of business education curriculum, to what extent is it integrated in the curriculum?				
8	Are Email marketing skills are component of business education curriculum, to what extent is it integrated in the curriculum?				
9	Are Risk management skills are component of business education curriculum, to what extent is it integrated in the curriculum?				
10	Are Social media marketing skills are component of business education curriculum, to what extent is it integrated in the curriculum?				
	What is the level of awareness among business students regarding the importance of digital marketing for their economic survival after graduation?	VHE	HE	LE	VLE
11	I am aware that digital marketing skills are crucial for post-graduation economic survival.				
12	I acknowledge the importance of digital marketing for employment in today's economy.				
13	I firmly believe digital marketing proficiency boosts competitiveness post-graduation.				
14	I reject the notion that traditional business skills suffice for economic survival in today's job market.				
15	I strongly endorse investing in digital marketing skills for long-term career success.				