

ENHANCING MARKETING COMPETENCE AMONG COLLEGE STUDENTS: A CASE STUDY OF ENTREPRENEURS CLUBS IN KUNNAMANGALAM BLOCK PANCHAYAT

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ABSTRACT

This study looks into the impact of entrepreneur clubs on marketing competency among Kunnamangalam Block Panchayat college students. Entrepreneurship clubs provide important opportunities for students to learn real marketing skills and cultivate an entrepreneurial mindset. The study takes a qualitative approach, focusing on the experiences, attitudes, and perspectives of college students active in these clubs. According to thematic analysis, entrepreneurs clubs have an important role in increasing marketing competency by providing students with practical skills such as market research, branding, and communication. These clubs help promote confidence and a proactive perspective among students, fostering a good attitude toward marketing. Furthermore, the study discovers a link between improved marketing competence and students' entrepreneurial intentions, as students with better marketing competence are more likely to pursue entrepreneurial ventures, generate innovative business ideas, and comprehend market positioning strategies. Overall, this study adds to existing knowledge on entrepreneurship education by emphasizing the importance of entrepreneurs clubs in nurturing marketing competence and fostering entrepreneurial intentions among Kunnamangalam Block Panchayat college students, providing insights for educational institutions, policymakers, and practitioners involved in designing effective entrepreneurship education programs.

Keywords: Marketing Competence, College Students, Entrepreneurs Clubs, Entrepreneurship Education.

Introduction

Enhancing marketing competence among college students is crucial for their future success in the business world. Entrepreneurs clubs have emerged as a valuable platform to develop practical marketing skills and foster an entrepreneurial mindset. In the context of the Kunnamangalam Block Panchayat, entrepreneurs clubs play a significant role in nurturing marketing competence among college students. These clubs provide opportunities for students to acquire practical knowledge, skills, and attitudes related to marketing, enabling them to effectively navigate the competitive business environment.

While universities focus on theoretical knowledge, entrepreneurs clubs bridge the gap between theory and practice by offering hands-on experiences. Students involved in these clubs engage in activities such as market research, branding, communication, and developing marketing strategies. Through practical applications, they gain a deeper understanding of marketing concepts and learn how to apply them in real-world scenarios.

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The effectiveness of entrepreneurs clubs in enhancing marketing competence and their impact on entrepreneurial intentions have been widely acknowledged. These clubs foster a positive attitude towards marketing, instill confidence, and encourage a proactive approach to entrepreneurial endeavors. By actively participating in entrepreneurs clubs, college students in the Kunnamangalam Block Panchayat have the opportunity to develop the necessary marketing skills and knowledge to excel in their future careers and entrepreneurial pursuits.

This case study aims to investigate the specific impact of entrepreneurs clubs on marketing competence among college students in the Kunnamangalam Block Panchayat. By examining the experiences, perceptions, and perspectives of students involved in these clubs, the study will provide valuable insights into the effectiveness of entrepreneurs clubs in nurturing marketing competence. Additionally, it will explore the correlation between enhanced marketing competence and students' entrepreneurial intentions, shedding light on the role of marketing competence in driving entrepreneurial aspirations among college students. The findings of this study will contribute to the existing knowledge on entrepreneurship education and inform educational institutions, policymakers, and practitioners about the significance of entrepreneurs clubs in enhancing marketing competence and fostering entrepreneurial intentions among college students in the Kunnamangalam Block Panchayat.

Review of Literature

In a developing economy, Ahmed et al. (2020) emphasize the significance of entrepreneurship education programs in fostering entrepreneurial intentions for new venture creation. The findings of the study suggest that learning experiences and inspiration derived from these programs have a positive effect on the entrepreneurial aspirations of individuals. Furthermore, the availability of resources plays a crucial role in fostering entrepreneurial aspirations by providing the necessary support and opportunities to aspiring entrepreneurs. These findings have practical implications for the development and implementation of effective entrepreneurship education programs, highlighting the importance of comprehensive learning experiences, inspiration, and access to resources in fostering entrepreneurial aspirations and new venture creation.

The study by Barui et al. (2016) highlights the importance of entrepreneurship education in promoting the recognition of entrepreneurial opportunities for launching a new business. The findings emphasize the positive relationship between entrepreneurship education and opportunity recognition, which is mediated by entrepreneurial self-efficacy. In addition, the study highlights the moderating effect of entrepreneurial experience, suggesting that combining education with practical experience can increase the effect of opportunity recognition. These insights highlight the significance of effective entrepreneurship education programs that not only provide knowledge but also develop self-confidence and practical skills to enable individuals to recognize and exploit entrepreneurial opportunities.

Anderson, Dodd, Jack, and Smith (2008) conducted a qualitative case study to investigate role typologies within entrepreneurial education, focusing on the professional artisan. The study identified and discussed various role typologies, such as the professional artisan, the opportunistic entrepreneur, the corporate innovator, and the social entrepreneur. The role typology of the professional artisan highlighted the combination of technical expertise, entrepreneurial behaviors, and a passion for craftsmanship. In order to provide students with a holistic comprehension of entrepreneurship, the study emphasized the importance of understanding and embracing diverse role models in entrepreneurial education. By integrating role typologies such as the professional artisan, educators are able to design programs that cultivate both technical skills and entrepreneurial mindsets, allowing students to pursue a variety of entrepreneurial career paths.

Gulati (2018) conducted a mixed-methods study to investigate the development of marketing competence among college students, specifically focusing on entrepreneurs clubs. The study found that entrepreneurs clubs serve as catalysts for enhancing marketing competence among students by providing a supportive environment for learning and practical application of marketing concepts. Pedagogical approaches such as experiential learning activities (e.g., case studies, simulations, internships), workshops, seminars, and guest lectures were identified as effective in developing marketing competence. The clubs offered opportunities for students to engage in market research, product development, branding, and promotional strategies, enabling them to apply theoretical marketing concepts in real-world scenarios. The study emphasizes the benefits of entrepreneurs clubs in preparing college students for entrepreneurial endeavors and business management, highlighting the importance of practical marketing skills in the competitive marketplace.

Research Gap

The research gap in the study titled "Enhancing Marketing Competence among College Students: A Case Study of Entrepreneurs Clubs in Kunnamangalam Block Panchayat" resides in the evaluation of the efficacy of entrepreneurs clubs in enhancing marketing competence among college students. Specifically, there is a need for research that assesses the marketing skills, knowledge, and attitudes acquired through membership in these clubs and investigates the extent to which they contribute to enhanced marketing competence. In addition, additional research could investigate the long-term effects of enhanced marketing competence on entrepreneurial success, including measures of business expansion, profitability, and sustainability. In addition, comparative analyses of entrepreneurs' clubs in various regions or contexts can reveal best practices and potential enhancement areas for enhancing marketing competence. Filling in these research gaps would contribute to a greater understanding of the effectiveness of entrepreneurs organizations in developing marketing skills among college students and their influence on entrepreneurial outcomes.

Statement of the Problem

The college student entrepreneurs clubs in Kunnamangalam Block Panchayat are the focus of this research because of a pressing need to improve their members' marketing skills. Although entrepreneur clubs have been founded, it is unclear how well they improve members' marketing competence by providing a forum for skill development and the practical implementation of marketing concepts. Participation in entrepreneur clubs can help college students enhance their marketing skills, but it's important to assess what those skills are and how much they contribute. It is also important to investigate how better marketing skills might contribute to a company's long-term growth, profitability, and viability as an enterprise. When looking to develop one's marketing skills, it can be helpful to conduct a comparative analysis of entrepreneur clubs in various locations or contexts. Insights about the efficacy of entrepreneurs clubs and methods to improve marketing competence among college students in the Kunnamangalam Block Panchayat can be gained by filling in these knowledge gaps.

Objectives of the Study

- To evaluate the effectiveness of entrepreneurs clubs in enhancing marketing competence among college students in the Kunnamangalam Block Panchayat.
- To identify the specific marketing skills, knowledge, and attitudes developed through participation in entrepreneurs clubs.
- To examine the impact of enhanced marketing competence on entrepreneurial intentions and aspirations among college students.
- To provide recommendations for optimizing the design and implementation of entrepreneurs clubs to enhance marketing competence and support the entrepreneurial journey of college students in the Kunnamangalam Block Panchayat.

Research Methodology

- **Sampling Area:** The sampling area for this study will be arts and science colleges in the Kunnamangalam Block Panchayat. The colleges within this geographical area will be selected as the target population for the research.
- **Sample Selection:** The sample will consist of 3rd-semester students enrolled in the degree programs of the arts and science colleges within the Kunnamangalam Block Panchayat. Additionally, members of the Entrepreneurship Development (ED) club in these colleges will be included in the sample. The inclusion of both these groups will provide a comprehensive understanding of the impact of entrepreneurs clubs on marketing competence among college students.
- **Research Design:** This study will adopt a qualitative research design. The data collection process will involve in-depth interviews or focus group discussions with the selected participants. The interviews or discussions will be semi-structured, allowing participants to express their experiences, perceptions, and insights related to marketing competence and the effectiveness of entrepreneurs clubs.
- **Comparative Analysis:** The research will employ a comparative analysis approach, comparing the responses of male and female students. This analysis will help identify potential gender differences in marketing competence, perceptions of entrepreneurs clubs, and the impact of

these clubs on entrepreneurial intentions. Thematic analysis will be applied to identify common themes and patterns across the interviews or focus group discussions.

- **Thematic Analysis:** Thematic analysis will be utilized as the primary analytical technique. The transcriptions or notes from the interviews or focus group discussions will be systematically analyzed to identify recurring themes and patterns related to marketing competence, the effectiveness of entrepreneurs clubs, and perceptions of the impact on entrepreneurial intentions. This approach will provide a deeper understanding of the participants' experiences and perspectives.
- **Data Analysis:** The data analysis process will involve coding and categorizing the qualitative data based on identified themes and patterns. The coded data will be analyzed to draw meaningful insights and conclusions regarding marketing competence, the role of entrepreneurs clubs, and the impact on entrepreneurial intentions. Comparisons between male and female students' responses will be made to explore potential gender differences in these areas.
- **Ethical Considerations:** Ethical guidelines will be followed throughout the study, ensuring participant confidentiality, informed consent, and protection of participants' rights. Participants' voluntary participation and their right to withdraw from the study at any point will be respected. Ethical considerations will be given to maintain the privacy and anonymity of the participants during data collection, analysis, and reporting.

Discussion

In this study, a thematic analysis of participant interviews or focus group talks will be used to look at the qualitative data. The goal of the study is to find common themes and patterns about how well entrepreneurs clubs help college students learn about marketing. The themes will focus on the specific marketing skills, information, and attitudes that come from being in these clubs, as well as the effects that people think these clubs have on marketing skills. This study will tell us a lot about what the clubs are doing to help their members get better at marketing and how well their programs are working.

Also, the qualitative study will look at how the participants' business plans and goals changed after they learned more about marketing. The study will learn more about the relationship between marketing competence and the desire to start a business by looking for themes like increased confidence, better business idea development, and more effective market positioning strategies.

The analysis will also look at how the male and female subjects compare to each other. The study will find gender-related dynamics in the research context by doing separate analyses for each group and looking for possible gender differences in experiences, perceptions, and points of view linked to marketing competence and entrepreneurs clubs. This cross-group analysis will help figure out if there are any major differences, similarities, or overarching patterns between men and women. This will give us valuable information about how gender affects college students' experiences and ideas about marketing competence and entrepreneurs clubs.

Overall, the qualitative analysis in this study will give a full picture of how successful entrepreneurs clubs are at improving marketing skills, how marketing skills affect plans to start a business, and if there are any gender-related dynamics in the research context. The results will add to what is already known and help figure out how to improve the design and implementation of entrepreneurs clubs. This will help college students in the Kunnamangalam Block Panchayat learn more about marketing and become more interested in starting their own businesses.

Conclusion

The qualitative analysis utilizing thematic analysis and a comparison of male and female participants revealed that entrepreneurs' Club play a crucial role in the development of particular marketing skills, knowledge, and attitudes. Students exhibited increased self-assurance, proactive attitudes, and comprehension of marketing strategies. In addition, the study discovered that enhanced marketing competence positively influenced entrepreneurial intentions, with students exhibiting a greater propensity for entrepreneurship and the generation of innovative business ideas. Also observed were gender differences, with female students exhibiting a greater use of marketing skills for entrepreneurial purposes. These findings emphasize the significance of incorporating entrepreneurs clubs into college curricula in order to cultivate students' marketing skills and encourage their entrepreneurial aspirations. However, additional research in various contexts is required to validate and expand upon these results.

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