

ENHANCING VIRTUAL MARKETING SKILLS THROUGH TECHNOLOGY INTEGRATION IN DEVELOPING LIVELIHOOD PROGRAM AMONG 4TH YEAR TLE MAJOR

ABSTRACT

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This study investigated the impact of technology integration in livelihood education on the enhancement of virtual marketing skills among 4th-year students. It examines students' perceptions, experiences, and academic performance in courses that use equipment demonstrations as part of the learning process. Employing a survey research design, The study aimed to assess the effectiveness of incorporating technology in developing students' virtual marketing competencies. The research is guided by a set of carefully crafted questions to ensure comprehensive data collection and analysis. Purposive sampling, a non-probability technique, involves selecting participants based on the specific goals of the study and relevant population characteristics. Also referred to as judgmental, selective, or subjective sampling, it differs from convenience sampling by intentionally targeting individuals who can provide meaningful insights related to the research focus. In this study, the researchers purposefully chose fourth-year Technology and Livelihood Education (TLE) majors to ensure the validity and relevance of the data collected. A structured survey questionnaire served as the primary instrument to assess how TLE students enhance their virtual marketing skills through technology integration within livelihood programs. The questionnaire consisted of four sections, including instrument evaluation and statistical data treatment. Employing stratified sampling, 40 students were selected to participate, providing a representative sample that aligns with the study's objectives. The study's Findings revealed that a significant number of young entrepreneurs choose to launch their businesses in the marketing sector, which appeals to a broad spectrum of interests. This field is characterized by its unique blend of creative and analytical skills, enabling the development of innovative and impactful marketing strategies that capture audience attention. Technology equips students with essential tools and skills to identify and seize new marketing opportunities. Exposure to diverse technological platforms enhances their entrepreneurial marketing competencies, enabling them to better understand and capitalize on market trends in their future careers. For BTLED students, integrating technology not only builds their knowledge but also sharpens the practical skills necessary for success in their chosen fields. To further strengthen these skills, the researchers recommend incorporating video presentations as an effective instructional method to facilitate technology integration and improve marketing proficiency among BTLED students.

RECOMMENDED CITATION

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