

Decoding Success: The Perceived Impact of Advanced Communication Course on Marketing Students' Career Readiness

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Abstract—The marketing industry is increasingly competitive, requiring professionals with advanced communication skills. As the market becomes more diverse, the importance of advanced communication courses in marketing education is emphasized by educational institutions and the industry. This qualitative research used an in-depth interview to analyze marketing students' perceived impact of advanced communication courses on the career readiness of marketing students, focusing on their confidence, skills, and knowledge for their chosen career paths. The study used 15 informants obtained through purposive selection. The findings revealed significant increases in verbal, writing, and nonverbal communication skills, with a particular emphasis on increasing public speaking confidence, an asset in the marketing field. Students noted an improvement in their professional manner and ability to engage with the business environment, which had a direct impact on their career chances. The study also found that advanced communication courses significantly improved presentation, negotiation, and teamwork skills, as well as theoretical knowledge and practical application in real-life marketing scenarios such as crisis management, all of which are important for academic success and career advancement. The study recommends specialized workshops for marketing students to enhance communication skills, incorporating real-world scenarios, role-playing exercises, technology integration, and feedback mechanisms for continuous improvement.

Keywords—Advanced Communication Course, Career Readiness, Marketing Students, Perceived Impact.

I. INTRODUCTION

In the dynamic marketing industry, where influencing consumer behavior and the exchange of ideas are key, communication serves as a crucial element for success. As the market becomes more competitive and communication methods more varied, there is a growing demand for marketing professionals who are not only creative but also skilled in advanced communication. This trend highlights the importance of advanced communication courses in the education of marketing students, both for educational institutions and industry. Advanced communication courses offer a comprehensive approach, aimed at providing students with a diverse set of skills. These include persuasive writing, public speaking, social media strategy, and cross-cultural communication abilities. These courses extend beyond the basic concepts taught in traditional marketing programs, pushing students to develop higher-level thinking and sophisticated communication strategies essential in a

professional setting. This qualitative research sought to "decode" the perceived impact of these courses on the career readiness of marketing students. Career readiness involves the students' preparedness to join the marketing workforce confidently, equipped with the necessary skills and knowledge to excel and progress in their careers. The concept of "perceived impact" is crucial, as it focuses on students' subjective assessments of the value and effectiveness of their advanced communication coursework. These perceptions are shaped by their experiences, goals, and the evolving needs of the marketing sector. By analyzing these perceptions, the study aims to gain insights into how advanced communication courses influence students' professional identities and capabilities, shaping them into future marketing leaders.

Review of Related Literature

New advances in marketing education emphasized a multidimensional approach that significantly enhanced creativity, communication capability, and practical application. Jiang (2022) highlighted the crucial role of innovative teaching strategies, particularly in new media environments, for boosting creativity in advertising design, a key aspect of marketing communication. Grigoryan (2020) added to this by stressing the growing emphasis in modern marketing courses on vital communication tools such as advertising, PR, and branding, which were key for successful customer interaction and understanding marketing terminologies. Yamashita et al. (2023) revealed a diverse level of English confidence and skill, influenced by exposure, practice, and supportive correction. These themes offer valuable insights into the nuances of casual English conversations among second language users, highlighting the importance of these elements in improving their English proficiency. On the other hand, Verinita and Yanti (2022) showed the effectiveness of project-based learning models in developing essential soft skills like communication, teamwork, and problem-solving, which were crucial for marketing professionals. According to Patrício (2022), incorporating project-based learning and innovative methods like design thinking into marketing curricula was essential for bridging the gap between theory and practice, enhancing engagement, and fostering real-world problem-solving skills. Furthermore, Tan and Vicente (2019) proposed a collaborative and experiential learning approach in marketing management courses, emphasizing the importance of working with real-life

clients and interdisciplinary teams. This reflected the need for effective listening and persuasive speaking in marketing. Kantanen et al. (2019) explored the benefits of the flipped classroom and collaborative inquiry in business communication courses, yielding diverse learning outcomes in areas such as crisis and workplace communication, aligning with the demands of various marketing contexts. Rohm, Stefl, and Ward (2021) discussed the impact of live project-based learning in digital marketing courses on career prospects and employment opportunities. They noted that such approaches enhanced technical and meta-skills, including creativity, critical thinking, and communication, thereby increasing students' readiness for the workforce. These educational innovations represented a shift towards a more practical, skill-oriented, and interactive learning environment in marketing education, better preparing students for the dynamic challenges of the marketing industry.

Likewise, communication skills are increasingly recognized as crucial for success in marketing, as reflected in the evolving business school curricula. Young & Murphy (2003) noted the growing emphasis business school programs were placing on defining and achieving communication skill objectives. Nicolini (2018) underscored the importance of courses in small group communication and advanced group dynamics, which helped students understand the key elements of effective communication, identify potential barriers, and devise strategies to overcome them, aiding in the achievement of collective goals. Zhou & Wan (2019) observed the effectiveness of task-oriented teaching methods and mobile learning platforms in refining business communication skills for marketing students. Marcal, Hennessey, Curren, & Roberts (2005) established a direct link between completing business communication courses and improved academic performance in marketing, demonstrating that enhanced communication skills significantly contributed to the success of marketing students. Abdelhafez's (2020) study at Minia University, which focused on a business English course, found a considerable improvement in students' employability abilities like as communication, collaboration, and technology usage. Similarly, Alhasani's 2021 research at EPOKA University brought light on the positive influence of English for Specific Purposes (ESP) courses on the communication skills of engineering and architecture students, highlighting the courses' cross-disciplinary worth and applicability.

II. METHODS

A. Research Design

The research used a phenomenological qualitative technique to explore the subjective viewpoints and experiences of marketing students who had studied advanced communication. Nova (2024) asserts that this approach is optimal for analyzing a topic from several viewpoints and adding to the current understanding, with a specific emphasis on personal experiences.

B. Participants and Sampling Technique

A total of 15 informants were selected through purposive selection based on two criteria: (1) they had completed the

advanced communication course, and (2) they could provide diverse and insightful perspectives on the impact of this course on their career readiness.

C. Data Gathering Procedure

The primary method of data collection was through unstructured interviews, which allowed informants to express their thoughts freely and candidly. These interviews were conducted at the school during the informants' vacant times. The central questions focused on the informants' perceptions of the significance of the advanced communication course in their future career readiness, specific communicative competencies that showed significant improvement, and the course's contribution to practical applications.

D. Data Analysis Tools

The responses from the informants were meticulously transcribed. Thematic coding was then utilized to analyze the data, enabling the identification of recurring patterns and emergent themes that were significant to the study's objectives.

E. Ethical Considerations

The study strictly adhered to the Data Privacy Act of the Philippines, ensuring the protection of the informants' personal information. Consent forms were thoroughly discussed with participants, and confidentiality and trust were emphasized and maintained throughout the interview process.

III. RESULTS AND DISCUSSION

Table 1 shows the findings emphasized on the role of advanced communication courses in developing marketing students. It can be perceived in the table that the advanced communication course was particularly effective in improving confidence in public speaking, a vital skill for marketers aiming to create strong relationships with customers. Additionally, it played a crucial role in refining communication skills, especially in effectively conveying marketing-specific terminologies and establishing clearer interactions with clients. Such an increase in effective communication not only favored students in their immediate studies but also significantly enhanced their career prospects in marketing. An interesting aspect of this course was its emphasis on developing both persuasive speaking and effective listening skills, which are essential for understanding clients' needs across various sectors. Moreover, the impact of advanced communication course on employment opportunities was profound, as it provided students with extensive exposure to effective communication techniques, crucial for convincing clients and building lasting business relationships in the marketing domain.

Several research supported the findings reported above including Jiang (2022) highlighted the importance of innovative teaching methods for enhancing creativity in advertising design, while Verinita and Yanti (2022) advocated for project-based learning to develop essential soft skills. Patrício (2022) emphasized the synergy between theory and practice, particularly in practical communication skills relevant to the marketing industry. Tan and Vicente (2019)

proposed a collaborative and experiential learning approach in marketing, emphasizing real-life skills and interdisciplinary teamwork. Kantanen et al. (2019) discussed the resonance of innovative teaching methods like the flipped classroom and

collaborative inquiry in the course. Rohm, Stefl, and Ward (2021) highlighted the career benefits of live project-based learning in digital marketing, highlighting the course's impact on students' employment opportunities in the marketing sector.

TABLE 1: Theme 1- Perceived Significance of advanced communication course in Marketing

Meaning Units	Codes	Sub-themes
P1 " In my opinion, the subject of Advance communication helps us to stand and speak confidently in front of the public. It is a must for us marketers to learn how to communicate to build strong relationships with customers. "	Confidence in Public Speaking	Developing Confidence in Public Speaking and relationship building
	Build strong relationships with customers	
P3 "The advanced communication course has contributed to enhancing my communication skills to a level where I can communicate my thoughts effectively. By learning what makes a speaker effective, it allows me to communicate terms that are more specific in my chosen field much more easily or convey information more clearly to my future clients."	Enhance communication skills	Skill enhancement
	Effective communication skills	
P6 " The Advanced Communication course has played an essential role in honing my communication skills and enhancing my proficiency in interacting with others. This ability holds significant value not only in my current field of study but also for my future career prospect "	Enhanced proficiency in interaction	Interaction skills and career prospect
	Significant in future career	
P8 "Advanced communication course has not only taught me to be an effective speaker but also an effective listener. Being able to listen to future clients is a must in every industry along with being able to communicate with them effectively to allow them to fully understand what needs to be done."	Effective speaker and listener	Success in job prospects in marketing through effective communication
	Client understanding	
P12 "In an advanced communication course as a marketing student might have a big impact on my chances of finding employment later on. In marketing, it's imperative to communicate effectively because it's critical to ideas being communicated, customers being convinced, and relationships being formed. "	Effective marketing communication Confidence in the use of English language and enhanced speaking skills	Enhancing Job Opportunities through Communication
P15 " Advance communication gives me more confidence especially in speaking English language. It makes me more knowledgeable with the use of English language. In helps me to be more flexible enough in terms of speaking that I could use as I am about to venture my future career. In marketing, your communication skills are so important that's why having Advance communication subject really help me in enhancing my speaking skills especially in using English language."	Confidence in English speaking Enhanced speaking skills	Improve interpersonal skills and confidence in public speaking
P5 "Advanced communication course can have an important effect on my future job prospects. taking an advanced communication course will greatly improve your chances of getting a job as a marketing student by equipping you with the abilities required to succeed in a lively, competitive field. "	Job Prospects Improvement and Equipping abilities	Improve business communication and real-world skills
P2 " Advanced communication really plays an important role for me as a student and for my future career because this subject helps us to be better at our communication skills, which is very important for us because we get to meet different people, and this subject helps us in terms of how we will have better communication with other people. Also, this subject helps me to be more confident when it comes to public speaking. "	Improve communication skills and build confidence in public speaking	
P10 " Taking advanced communication, I not only learn how to professionally communicate in the corporate world, but also how I can connect with the target market with the business I work with. "	Learns professionalism and connections	
P 4 " Advanced communication helps me, as a marketing student, improve my communication skills because, as we all know, as a marketing student, there is a lot to learn about communicating with other people in the business world or in the real world. "	Improve communication skills	
	Communication in business world/real-world	
P11 "Taking an advanced communication course can really help your future employment possibilities. It can also improve your presentation skills, negotiation skills, and teamwork with clients and colleagues. "	Help employment possibilities.	Multi-faceted benefits of advanced communication
	Improve presentation, negotiation, and teamwork	
P9 "It is important for us to have knowledge about advanced communication because it will help us improve our communication skills, especially in the corporate world. Additionally, it will enable us to practice effective messaging, which is of utmost importance for marketing students."	Improve communication skills and effective messaging	Strategic importance of advanced communication
P13 "An advanced communication course is highly relevant and impactful for marketing students like me. Communication skills are fundamental in the marketing field, and constantly improving them is crucial. This course not only exposes students to real-life scenarios but also boosts their confidence in interacting with others."	Relevant and impactful Exposure to real-life scenarios and boosts interaction confidence	Fundamental skills and real-life exposure
P12 "Advanced communication for our future is that it will be a great help for me to enhance my communication skills especially in the business world."	Enhance business communication skills	Enhancement of business communication skills in the future

TABLE 2: Theme 2 – Most Significant Improvement on Communication Skills

Meaning Units	Codes	Sub-themes
P1: "For me, everything will be improved because the subject would teach you on how to speak respectfully to people and be more convincing while talking." P5: "Because of advanced communication, I learned how to speak in front of people because as a marketing student, English is one of our needs to survive in the corporate world."	Respectful and Convincing	Improvement of Verbal Skills
	Learn to speak in front of people Importance of the use of English in corporate world	
P10: "I think that the most significant communicative competency that improved a lot as a marketing student is the verbal communication skills because like what I've said in the first question when they hear the word 'marketing,' what first comes to their mind is that we talk a lot."	Improve communicative competence Talkative and persuasive skills	
P2: "After taking the Advanced Communication course, marketing students will improve their communicative competencies and also become more well-effective. Each communicative competency reflects who they are and showing how it gets better both personally and professionally."	Personal and professional improvement	Personal and professional improvement
P11: "After completing an advanced communication, effective communication is essential in every aspect of life, but it's especially critical in marketing."	Effective communication is critical in marketing	The criticality of effective communication skills
P6: "My ability to create and deliver messages that are compelling to particular target audiences has improved because of the advanced communication course, which helps me apply marketing concepts in real-world situations."	Helps apply marketing concepts in real-world situations	Improved marketing-specific skills
P13: "Written, verbal, and non-verbal show the most significant improvement among us after advanced communication, but verbal and written are the most needed because it is crucial in marketing to present ideas and convey a message properly, especially with clients and colleagues."	Improved written, verbal, and non-verbal skills Improved creation and delivery of compelling messages	
P14: "I think among marketing students, the most significant improvements after completing an advanced communication course are often seen in verbal and non-verbal communication skills. Many students, like myself, face challenges in expressing themselves verbally and using non-verbal cues effectively."	Improved verbal and non-verbal skills	
P7: "This subject helps me to be confident and also to be more careful when using grammar and words when communicating, which really helps me for future marketing scenarios."	Confidence and grammar improved Improved confidence and connections	Confidence and language improvement
P12: "Being a Marketing Student, I can say that the advanced communication course is substantial since Marketing Students are being exposed to the Marketing world. It makes us confident, and the skills and knowledge that we acquire from the course are something that can help us learn how to communicate and connect with a lot of people."		

Table 2 illustrates the enhancement in communication skills of marketing students after finishing advanced communication course. The table reveals that this course significantly bolstered students' verbal abilities, enabling them to communicate politely, convincingly, and impressively. This enhancement is crucial for marketing students as it directly influences their capability to present ideas and interact in the corporate world. The course also played a significant role in personal and professional growth, including the development of talkative and persuasive skills, crucial for marketing professionals. Participants emphasized the improved quality of communication in marketing, including the better creation and delivery of persuasive messages. The course's impact was also evident in the practical application of marketing concepts in real-life scenarios. Additionally, improvements were reported in written, verbal, and non-verbal communication skills, essential for effectively presenting ideas and interacting with clients and colleagues. The course further contributed to increased confidence in communication vital for effective communication in marketing contexts.

It can be perceived in the findings presented in Table 2 that the incorporation of advanced communication courses into academic curricula fortified competencies among students across various disciplines. Abdelhafez's 2020 study at Minia University, focusing on business education, provided evidence for this impact. Abdelhafez highlighted the positive

development of employability skills in communication, teamwork, and technology use, because of the business English syllabus. These findings were in line with previous experiences that demonstrated the role of higher-level communication courses in refining professional skills (Abdelhafez, 2020). In 2021, Alhasani conducted research at EPOKA University, revealing the benefits of these courses for students in engineering and architecture as part of English for Specific Purposes (ESP) courses. This cross-disciplinary advantage underscored the universality and essential role of advanced communication training. Collectively, these studies confirmed a significant improvement in communication abilities among marketing students who completed such courses, leading to not only academic success but also enhanced employability and effectiveness in a variety of professional settings.

Table 3 presents the enhancement of communication skills among marketing students. Informants discovered an enhancement in their communication skills, especially in practical marketing situations (P2, P12, P7). The advanced communication coursework was attributed to enhancing verbal and practical communication skills (P2, 7, P13, P7), and modifying communication styles to suit different situations and target audiences (P14, P15, P5). Some participants emphasized the role played by the course in improving their use of the English language effectively across various

communication sectors (P5). As for overcoming communication barriers, participants reported overcoming shyness and gaining confidence, particularly in public

speaking and verbal communication, areas where many indicated difficulties (P7).

TABLE 3: Theme 3 – Enhancement of Practical Communication Skills

Meaning Units	Codes	Sub-themes
“P2: Advanced Communication course truly helped me a lot to improve my communication effectively in real world-marketing scenarios.”	Effective communication in real-world marketing scenarios	Effective communication in real-world scenarios
“P5: The subject advance communication course helps me to be capable to understand the different sectors of communication with the use of English language.”	Effective use of English language	
P6: “In my case, my verbal communication skills enhanced after studying advanced communication courses.”	Enhanced communication skills	
P7: “For me, after taking this advanced communication subject, I improved in terms of verbal communication because sometimes I got conscious of speaking English in public, but since we had an activity for midterms, which was TEDTalks, I can say that I am more confident in communicating in public.”	Improved verbal communication and confidence thru TEDTalks Overcoming shyness	Confidence and overcoming barriers
P9: “It helps me to emphasize the importance of adapting communication styles to different situations and audiences.” P15: “It contributes to the way I will communicate to them on what communication approach I will use depends on the situations.” P12: “The advance communication course creates a big contribution to our communication skills, it enhances our written, verbal, and non-verbal communication style.”	Adaptation of communication styles Communication approach Enhance written, verbal, and non-verbal communication	Adaptation to situation and effective communication
P13: “In the marketing world, it is very important to have knowledge of how to communicate effectively, especially when crises arise.”	Effective communication in marketing during crises	Communication crisis in marketing
P14: “The advanced communication course directly contributes to practical application in marketing scenarios.”	Contributes to practical application in marketing scenarios	Simulation of marketing scenarios
P10: “I am able to communicate concepts properly and target people with messages that are tailored thanks to this course.”	Proper communication of concepts to target audience	Understanding challenges of public speaking

This points to the course's effectiveness in helping students manage their anxieties about communicating. In addition, adaptations to situations and audiences were also highlighted in the findings the data focuses on adapting communication styles for various situations (P15, P9) and tailoring messages to the listener or viewer (P10), thereby improving both verbal and non-verbal skills while several responses (P12, P6, P13) highlighted the importance of effective communication in marketing, especially in crisis situations. Different participants observed that this course provided unique practical applications in such scenarios.

Research by Young & Murphy (2003), Nicolini (2018), Zhou & Wan (2019), and Marcal et al. (2005) highlighted the growing importance of communication skills in business education, particularly in marketing. Students' self-reported improvements in practical marketing scenarios support this focus. Nicolini's emphasis on small group communication and advanced group dynamics courses aligns with students' progress in verbal, literal, and situational communication skills. Zhou & Wan's focus on task-oriented teaching and mobile learning also contributes to practical improvements in students' adaptability and overcoming communication barriers. Marcal et al. link the acquisition of communication skills to improved academic performance in marketing, as students not only enhanced their communication abilities but also effectively applied them in various marketing contexts, including crisis situations. Overcoming communication barriers, like shyness and language proficiency, is crucial for building confidence and proficiency in public speaking and context-specific communication.

IV. SUMMARY AND CONCLUSION

Summary

Advanced communication course in marketing had been found to significantly enhance students' skills and career prospects. The course boosted public speaking confidence, improved their ability to articulate marketing terminologies, and enhanced their ability to engage in clearer client interactions. The course also focused on developing persuasive speaking and effective listening skills, which were essential for understanding and addressing clients' needs across various sectors. The course also positively impacted employment opportunities, equipping students with advanced communication techniques for forging lasting business relationships in the marketing field. Students also perceived an enhancement in their verbal abilities, which were key to presenting ideas and engaging in the corporate world. This course contributed to personal and professional growth, fostering talkative and persuasive skills that elevate communication quality in marketing contexts. Practical applications of the course were evident in improved written, verbal, and non-verbal communication, crucial for effectively presenting marketing concepts and interacting with clients and colleagues.

Conclusion

The findings from the study conclusively demonstrated the substantial benefits of incorporating advanced communication course into marketing curricula. The course not only enhanced students' verbal and non-verbal communication skills but also significantly boosted their confidence, especially in public

speaking and persuasive communication. The improvements were not limited to theoretical knowledge but extend to practical applications in real-life marketing scenarios, including crisis management. The course fostered a holistic development of communication skills, essential for marketing professionals. It enabled students to adapt their communication styles to different situations and audiences, a skill pivotal in today's dynamic marketing landscape. This adaptability and proficiency in communication directly contribute to better academic performance and increased employability in various professional settings.

V. RECOMMENDATIONS

The study presents the following recommendations:

1. Conduct specialized workshops for marketing students to enhance communication skills, incorporating real-world scenarios, role-playing exercises, technology integration, and feedback mechanisms for continuous improvement.
2. Conduct long-term research to evaluate how advanced communication course affect students' career growth in marketing. This research will follow graduates for many years to see how these abilities affect their professional development and adaptation in shifting marketing environments.
3. Compare advanced communication course in marketing to equivalent courses in other professions, such as finance and management. This study might uncover differences in the communication abilities necessary in marketing compared to other fields.
4. Examine how advanced communication course prepare students for global marketing difficulties, such as working in multicultural settings and communicating across cultural contexts.
5. Examine the impact of advanced communication course on crisis management in marketing scenarios. Research might concentrate on case studies in which excellent communication was critical in dealing with a marketing crisis.
6. Examine how advanced communication course combine digital communication tactics like social media, content marketing, and online brand management, as digital marketing becomes more important.

ACKNOWLEDGMENT

Despite their hectic schedules and study loads, the researchers expressed gratitude to the informants for taking the time to answer their questions. The researchers would also

like to thank the National University for providing support for this investigation.

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