

Recommendations

1. Application of marketing concepts in real life situation should be emphasized as much as the theory.
2. Group and individual assignments should be encouraged as one of the ways to promote both understanding and team learning.
3. All those activities that positively reinforce learning and other behavioral changes will continue to be applied and changes in learning will be gauged in the final report.

Decision-making Using Findings

Since 2009, students are involved in some entrepreneurial initiatives that expose them to the business world and hands-on training..

Moreover, students have access to the college's computer laboratory where they can do their assignments.

Some of the challenges faced by students include how to effectively balance their differing onerous roles as full time mother, worker, and student at the same time. Equally challenging to them is how to maintain, or improve their cumulative grade point average to graduate on time. The traditional students are faced with the problem of performing very well to secure an internship position that may guarantee future employment.