

**TRACER STUDY OF THE 2011-2012 COMMUNICATION RESEARCH GRADUATES
OF THE POLYTECHNIC UNIVERSITY OF THE PHILIPPINES**

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ABSTRACT

This study sought to gather significant information about the employability of the graduates of the Polytechnic University of the Philippines College of Communication Bachelor in Communication Research of batch 2011 and 2012. Determining their socio-demographic profile; educational profile and situational factors that affect their current employment are the main objectives of the study. The study employed the descriptive method. An online survey was conducted on 111 respondents through purposive sampling technique. The study found that a great number of the graduates experienced less difficulty in finding their first job while the nature of their company is related to arts/media/communication and sales/marketing. Primary reasons for unemployment were: looking for employment opportunities, end of the contract, and lack of working experience. On the matter of the competencies learned in college, graduates find communication skills the most useful in their first job next to critical thinking skills. The alumni of batch 2011 and 2012 have a high level of employability rate and are satisfied with their jobs.

Key Words: Polytechnic University of the Philippines, Communication Research, Employability, Tracer Study, Alumni