

Bigmouthmedia reveal Scottish universities not connecting students to real world



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Press Release Author: Iain Bruce

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Press Release Summary: Bigmouthmedia reveal that the majority of recent Scottish university graduates feel that higher education is failing to adequately prepare leavers for life in the real world and opportunities in emerging industries

Press Release Body: Bigmouthmedia has revealed that the majority of recent Scottish university graduates feel that higher education should do more to connect students to opportunities in emerging industries and that universities are failing to adequately prepare leavers for life in the real world.

According to a wrap up of 2008 graduate intelligence, harvested by [bigmouthmedia](#) from a series of recruitment events, the majority of Scotland's class of 2008 believed that the education system is not properly aiding the transition from student life. Some 56% of the recent graduates polled believed that university had not sufficiently prepared them for life in the business world.

The research revealed a worrying lack of awareness about opportunities in 21st Century industries. Over 46.3% of those surveyed said they knew little about opportunities in digital marketing and felt that universities should help increase awareness of such emerging industries.

Some 39% also believed they should have been told more about the search marketing sector during their time in higher education.

Respondents revealed a tendency to use online media to supplement gaps in the curriculum. Some 89% said that they had learned more about [search](#)

[engine optimisation](#) and online marketing reading a range of industry blogs such as Search Engine Land and Search Engine Watch.

The research also revealed that a career in search marketing is beginning to appeal to university leavers from disciplines not typically attracted to the sector. While 24.4% of the recent graduates enquiring about a career in the industry had marketing/advertising degrees and 29.3% had been studying ICT/Computing, the clear majority - 46.3% - had studied unrelated subjects.

The results indicated that this broadening attraction could in part be due to the perception of the digital marketing as a 'hot' industry, with an overwhelming 80% stating that they believed the sector offered a more glamorous career than television marketing.

The graduate groups questioned also revealed a preference for remaining North of the border after leaving university. Some 95% of the graduates questioned said they would prefer to pursue a high-tech or marketing career in Scotland if possible.

See the results at: www.bigmouthmedia.com/live/articles/graduate-survey-2008.asp

About

bigmouthmedia

Founded in 1997, bigmouthmedia is Europe's largest independent digital marketing agency. With a team of over 200 staff located across 13 offices in 10 countries on 3 continents, the company maximises exposure for major brands online through a variety of fully integrated digital marketing channels: Search engine optimisation, PPC, Online Media Planning, [Affiliate marketing](#), Social Networking, Brand Monitoring, Online PR and Web Analytics. Bigmouthmedia also provides up to date daily [digital marketing news](#) to ensure clients are fully informed and aware of all industry developments.

Web Site: <http://www.bigmouthmedia.com/>

Contact Details:

For further media information please contact

Iain Bruce

Media Strategist

bigmouthmedia

51 Timberbush

Edinburgh

EH6 6QH

(44) 131 555 4848