

Module code	MPS702	Level	7
Module title	Entrepreneurial Marketing Strategy	Credit value	20
Programme(s) on which the module is taught	MSc Marketing Psychology	ECTS Credits	10
		Notional learning hours	200

1. Pre-requisite modules

None.

2. Module aims and objectives

This module is very much informed by the viewpoint of Hills and Hultman (2006) who describe entrepreneurial marketing strategy (EMS) as an umbrella strategy which acknowledges three broad areas of research: marketing that takes place in new ventures or SMEs; entrepreneurship activities within larger organisations; and innovative and cost-effective marketing strategies that provoke market change. This representation of entrepreneurial marketing in academia goes some way to reflect its dominance in practice where, globally, SMEs constitute 95% of all business organisations, and therefore the vast proportion of most countries' GDP and employment. Thus, how they *do marketing* is of major concern. Even in larger organisations, the entrepreneurial nature of marketing is vitally important, especially in the current climate, where it is creative and innovative marketing approaches in small and also larger businesses that will help lead to economic upturns.

This module is designed to provide a detailed understanding of the major issues in developing a relevant, agile and flexible organisation which understands the needs/wants of its market, and which can respond to a dynamic and changeable market environment. The module outlines the importance of firstly a variety of perspectives of EMS, followed by the approaches that may be taken for an EMS.

- To facilitate students' development of advanced intellectual and practical entrepreneurial marketing skills so that they can contribute to the development of EMS in organisations.
- To teach and engage students in the critical examination of theories and debates which are at the forefront of relevant entrepreneurial marketing research.
- To help students develop skills that will enable them to go on to further academic research (or employment in a marketing psychology role) by applying theoretical models to an EMS simulation with emphasis on the execution of strategy into practice.

3. Learning outcomes

This module provides students with an understanding of the role of strategic marketing within organisations. Marketing theories, concepts, tools and models are applied via a series of case studies.

A) Knowledge and understanding

Upon successful completion of this module, you will be able to demonstrate knowledge and understanding of:

- A1: A systematic understanding of knowledge and a critical awareness of issues in the marketing and psychology disciplines.
- A2: Originality in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry from marketing and psychology are used to create and interpret knowledge.
- A4: An ability to collect and analyse data and information, to evaluate their relevance and validity, and to synthesize a range of information in the context of new situations.

B) Skills

Upon successful completion of this module, you will be able to:

- B1: Analyse complex marketing and psychological issues systematically and creatively and communicate their conclusions clearly to specialist and non-specialist audiences.
- B2: Demonstrate self-direction and originality in tackling and solving problems at the interface of marketing and psychology, and act autonomously in planning and implementing related tasks.
- B4: Use information and knowledge effectively in order to abstract meaning from data.
- B5: Develop effective communication: networking, listening, oral and written communication of complex ideas and arguments, using a range of channels/media.
- B6: Demonstrate an awareness and understanding of ethical issues in marketing and psychology; show awareness of corporate social responsibility and sustainability issues; and apply ethical and organisational values to situations and choices.

4. Indicative content

- Contextual Marketing and the Entrepreneurial Mindset
- Entrepreneurial Marketing Orientation in SMEs
- Globalization of Markets: Implications for the Entrepreneurial firm in the 21st century
- Opportunity, Market Creation and Entrepreneurial Marketer
- Entrepreneurial Marketing Capital and Networks
- Innovation in EMS
- EMS and the digital native (Social media, CRM, Word of Mouse)
- EMS, the New DNA of Marketing Planning
- Research methods – ethnography, autoethnography, narrative theory

5. Learning and teaching methods

The learning and teaching strategy blends both theoretical approaches with practical application and is based on action-based learning (J. Dalla Costa, 1995). The assignment work in this module is reflective of the learning strategy.

The module sessions will incorporate a variety of methods. The academic themes and knowledge base of the subject areas with the concepts and management practices will be presented using a lecture format as well as the use of a combination of interactive workshops, student-produced content, case studies, e-learning exercises, and small group work. Seminar (or workshop) time will be devoted to dissecting, analysing and critically interpreting case studies and other current real-life examples.

Students will be encouraged to construct small informal learning groups. A key component of the learning process will be additional reading and private study to be carried out between taught sessions. Seminar and lecture sessions will assume that this study has been carried out. Each week students may be asked to conduct formative short answer question papers, aid understanding and provide feedback on progress. These will be posted on Blackboard, as will all lecture slides, assignments and important course information.

This is an example of the notional learning hours for this module:

20 credit module – 200 learning hours	
Directed learning	40 hours
Lectures	10
Seminars	30
Collaborative Learning	10 hours
Tutorials (1:1 and group)	3
Guest Lecture Series	7
Self-directed learning	150 hours
Preparation for class	25
Self-study after class	35
Preparation for assessments	30
Assessment	60
Total	200 hours

6. Assessment and relative weightings

The assessment strategy has been designed to allow you to demonstrate the ability to critically analyse and evaluate current theories being used in marketing and then apply these concepts to marketing strategies and tactics. Both the individual report and the group presentation simulate the type of activities that marketing staff may be involved with analysing. There will be a formative assessment for both parts.

Formative assessments

Assessment1 - Case Study Briefing will be given during Week 1. The purpose of the individual formative assignment is so that students can analyse the merits of particular academic entrepreneurial marketing models. The immediate feedback will enable students to start preparing for their case-based project.

Assessment 2 - The 'consultancy' group work will be initially presented as a formative assignment when the group will receive detailed feedback 'in-class' in order to prepare more fully for the final presentation.

Summative assessments

Assessment 1: Theoretical Framework Report and Recommendations - Individual submission (70% TMM)

This first summative assessment is a Case-Based project (3000 words), where the early theoretical framework used in the formative work can now be applied to a case study. Students will also be required to provide recommendations (1000 words) about changes that the company may make, based on their study of entrepreneurial marketing strategies.

Assessment 2 - Group Presentation and Report (30% TMM)

The second summative assessment will involve students working in groups of no more than 4 people and conducting research into the entrepreneurial marketing strategy issues faced by a real organisation of the groups' choice and culminating in a 'consultancy project' presentation in Week 9 when they will present their findings and recommendations.

Following the verbal feedback from the presentation (in the form of questioning in the presentations), students will submit a group report based on their earlier presentation.

It should be noted that group work has been specifically and deliberately included here on the basis that it is reflective of real-life consultancy projects where a team of people with differing skills come together to provide expert advice on an organisational scenario.

7. Mapping of assessment tasks for the module											
Assessment tasks	Learning outcomes										
	A1	A2	A3	A4	A5	B1	B2	B3	B4	B5	B6
Assessment 1: Theoretical Framework Report and Recommendations – Individual submission	✓	✓		✓		✓	✓		✓	✓	✓
Assessment 2: Group Presentation and Report	✓	✓		✓		✓	✓		✓	✓	✓

8. Key reading

Core Text

Sethna, Z., Jones, R., Harrigan, P. (2013) *Entrepreneurial Marketing: Global Perspectives*. Emerald Publishing

Supplementary Text

Aaker, D. and McLoughlin, D. (2010) *Strategic Market Management: Global Perspectives*. Chichester, John Wiley.

Baines, P., and Fill, C. (2014) *Marketing*. Oxford University Press

Baker, M.J., and Saren, M. (2016) *Marketing Theory: A Student text* (3rd Ed) SAGE Publications.

Brennan, R., Canning, L., McDowell, R. (2017) *Business-to-Business Marketing*, SAGE Publications

Cravens, D.W., and Peirce, N. (2012) *Strategic Marketing* (10th Edition) McGraw-Hill.

Hills, G.E. and Hultman, C.M. (2006), *Entrepreneurial Marketing*. In Lagrosen, S., and Svensson (Eds.), *Marketing, Broadening the Horizons*, Denmark: Studentlitteratur.

Kitchin, R., Lauriault, T.P., Wilson, M.W. (2017) *Understanding Spatial Media*. SAGE Publishing.

Kotler, P., Keller, K.L., Ang, S-H., Tan, C-T., Leong, S.M. (2017) *Marketing Management: An Asian Perspective* (7th Ed). Pearson

Mitra, J., (2017) *The Business of Innovation*. SAGE Publications

Morris, M., Schindehutte, M. and La Forge, R.W. (2002). Entrepreneurial marketing: a construct for integrating emerging entrepreneurship and marketing perspectives. *Journal of Marketing Theory and Practice*, 10(4), 1-18.

Sethna, Z., and Blythe, J. (2016) *Consumer Behaviour*. SAGE Publications.

Thomas, B. (2016) *Advocate Marketing: Strategies for building buzz, leveraging customer satisfaction and creating relationships*. Pearson

Trott, P. (2016) *Innovation Management and New Product Development* (6th Ed), Pearson.

Journals

Journal of Research in Marketing and Entrepreneurship

Journal of Marketing Management

European Journal of Marketing