MODULE **DESCRIPTOR**

MODULE TITLE	The Enterprising Marketer		
MODULE CODE	MK2027	CREDIT VALUE	20 CREDITS/ 10 ECTS
SCHOOL	SCHOOL OF BUSINESS AND MANAGEMENT		

MODULE **AIMS**

This module encourages learners to consider a broad range of perspectives and knowledge that influences the marketer's career path and the value of enterprise. In addition, it aims to assist learners' in considering what it is to be enterprising when relating to work and the marketing sector.

MODULE **CONTENT**

(indicative)
The labour market
The nature of work/organisations in relation to subject discipline.
Geographical context of enterprise and employment - Clustering
The value of QAA graduate skills
Self-Marketing
The Recruitment and selection process
Intrapreneurship and entrepreneurship
Enterprise in the corporate environment
Individualism and enterprise
Classical and neo classical approach to the firm and entrepreneur
The entrepreneurial self
Critiquing media and political discourse surrounding enterprise
Bourdieu's forms of capital
Social context of enterprise and employment - class, gender, family, demographics.
Job roles in the marketing industry.
Occupational communities

INTENDED **LEARNING OUTCOMES**

On successful completion of this module a student will be able to:

1.   Analyse the nature of intrapreneurship and entrepreneurship.
2.   Evaluate the individual characteristics and qualities required for different employment forms in the marketing sector.
3.   Evaluate social and structural contexts, which influence enterprise and employment in marketing.
4.   Analyse the nature of work and the types of organisations in marketing industries and sectors.

TEACHING METHODS

The module will expose learners towards theoretical and conceptual materials supplemented with practical applied examples to business and marketing.
The module will be delivered through highly interactive workshops, including group work and debates, with full use of online platforms to support learning. Video documentaries, guest lectures, films and internet sources will be incorporated as appropriate. Workshop topics will be supported by pre-reading and discussion, which provide the context for learning for each workshop topic. Learners will be encouraged through discussions outside the lectures to reflect on the application of learning, research and writing skills to their professional lives as well as their academic

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development. Independent study will be facilitated by specially written readings on which support learning for each workshop topic.

ASSESSMENT METHODS

This module is assessed through a Portfolio of blogs (70%) and a Group Case Study (30%).