Some Reflections From Teaching an 'Entrepreneurial Marketing' Course

John Day
Huddersfield University

Paul L. Reynolds
Huddersfield University

Abstract: For the past two years the authors have taught a one semester small business marketing course, that is underpinned by the notion of the marketing entrepreneurship interface. This is reflected in the suggested course text(s) and the nature of one-of the assignments, where students either as individuals, or small groups, are requested to write a short case study on a small business. The basic mechanics of this assignment are illustrated in Table One. The antecedent influences leading to this choice of assessment are:

- the notion of the Interface itself, and in particular the work by Hills and Carson et al.
- the specific issue that S1\1Es may not plan in the way that textbooks indicate (Carson et al)
- the work by CUII\1ingham on what, and how, we should be teaching business studies students -an andragogical rather than pedagogical approach.