Abstract: To date much of the research on innovation and marketing has focused predominantly on product innovation rather than innovative marketing in SMEs. This research seeks to explore the nature and scope of innovative marketing practices in Irish SMEs. The core of this exploration will stem from a literature review, which will form the basis of an investigation of the predominant issues relevant to the development of an appropriate framework for interrelating marketing theory and practice, while facilitating an assessment of the traditional marketing paradigm in SMEs. It is anticipated that this research will further our understanding of marketing innovation in SMEs, which would in turn enable us to direct policy and support SMEs marketing activities.