In Search of New Constellations- Unlocking the Marketing Entrepreneur
The South West Perspective

Jonathan H. Deacon
University of Wales College

Joanna C. Corp
University of Wales College

Abstract: Its 'Marketing' Jim but not as we know it! Research at the marketing and entrepreneurship interface – the final frontier? Our mission to boldly go where few researchers dare to travel, to seek out (possibly) new paradigms, new languages and small firm life forms; to assist in unlocking entrepreneurial market development potential in search of new and distant constellations. Beam me up Scottie!

Enigmas, entrepreneurship, split infinitives and the SS Enterprise. This paper has been written following research carried out at the University of Wales College Newport into the marketing needs of small to medium sized enterprises within the region. The research has identified and confirms the work of others that traditional marketing methods are not necessarily the most effective way forward for small firms to go to market, suggesting that small business entrepreneurs approach market development in a way that has yet to be fully understood by 'main' stream marketing. Further there is clear identification of aspects of this contextual marketing that stand outside the 'accepted' field of marketing. These especially include the use of language in context.