Abstract: The proposed paper will explore the evolving ‘crisis of relevance’ within the marketing discipline and its emerging profession. It understands the accomplishment of ‘relevance’ as a form of work and the contemporary ‘crisis of relevance’ as indicative of fundamental tensions within marketing discourse and its supporting institutions which have yet to find satisfactory resolution. It seeks to situate those tensions and identify possible routes to resolution within the discursive frameworks and practices of marketing. The paper will also investigate how we come to understand processes of change at the level of institutional frameworks. It will explore ways in which ‘relevance’ is constructed within those communities and identify ways in which institutional frameworks can accommodate new working practices. It will discuss new empirical data about the evolving structures and experiences of working practices through which we manufacture ‘relevance’.