

How should marketing be taught in the age of agile marketing?

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Abstract

From the Age of Manufacturing to the Age of Customers, marketing as a business function and collective set of activities related to creation, communication, delivery and exchange of offerings has significantly changed in the past ten or fifteen years due to the development of technologies and digital channels. In the wake of Covid-19, reflection and evaluation on how marketing is being taught and should it be taught in the relevant UG and PG business programmes have become more important than ever. This flipped presentation involves views from two students who are members of the LIBS Digital Student Ambassador group, an academic member of LIBS and a Lincoln entrepreneur.

The aim of this collaborate exploration may offer some suggestions and implementations of adjusted pedagogy and practices to respond the indisputable changes and challenges the marketing faculty will incorporate in the education offering to move the discipline forward within LIBS. On a broad scale, this presentation may also influence wider teaching and learning communities in our university by introducing the fundamental values associated with marketing skills and by linking the marketing agility to students' career agility in the post-pandemic era.

Video Links: Pre-video <https://youtu.be/AACBppGIpek>
Live discussion <https://youtu.be/Fw2uHPnuTvM>