

Gaps analysis between New Zealand Business degrees (marketing major) and SME/Marketing jobs.

Thesis key areas (continuously updated)

Key Summary- **Page 14-18**

Small-medium-enterprises (SMEs)

- Key differences between SMEs and Large Business-Enterprises (LBE)
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- SME characteristics and Impact
 - **Page 30 -Table 3**

Quatro KSC Model (Chapter 7)

- Conceptual Model (Quatro KSC Model)-
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- Quatro KSC Model explained
- **Page 191- 206**
- Soft skills, communication, theory and industry(technical) skills-
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- NZ Marketing Degree layout
 - **Page 207- Table 28**
- Education and Academic insights for universities-
 - **7.2.7- 7.2.16- Page 206-225**
- Marketing Andragogical/Pedagogical Elements Model
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Course Reform Section

- Course reform methods and Barriers to course reform
 - **7.2.17-7.2.24**
- Barriers to course reform
 - **7.2.18 – Table 29- Page 229**
- Methods of course reform
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- KSC Portfolio recommendation-
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