

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)
 - **Page 27- Table 2:**
- SME characteristics and Impact
 - **Page 30 -Table 3**

Quattro KSC Model (Chapter 7)

- Conceptual Model (Quattro KSC Model)-
 - **Page 189-190**
- Quattro KSC Model explained
- **Page 191- 206**
- Soft skills, communication, theory and industry(technical) skills-
 - **7.2.1-7.2.4- Page 191-205**
- 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
 - **Page 220- Table 30**

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
 - **Table 30 - Page 235-253**
- KSC Portfolio recommendation-
 - **Page 253-256**
- KSC special insights and
 - **Page 259-262**