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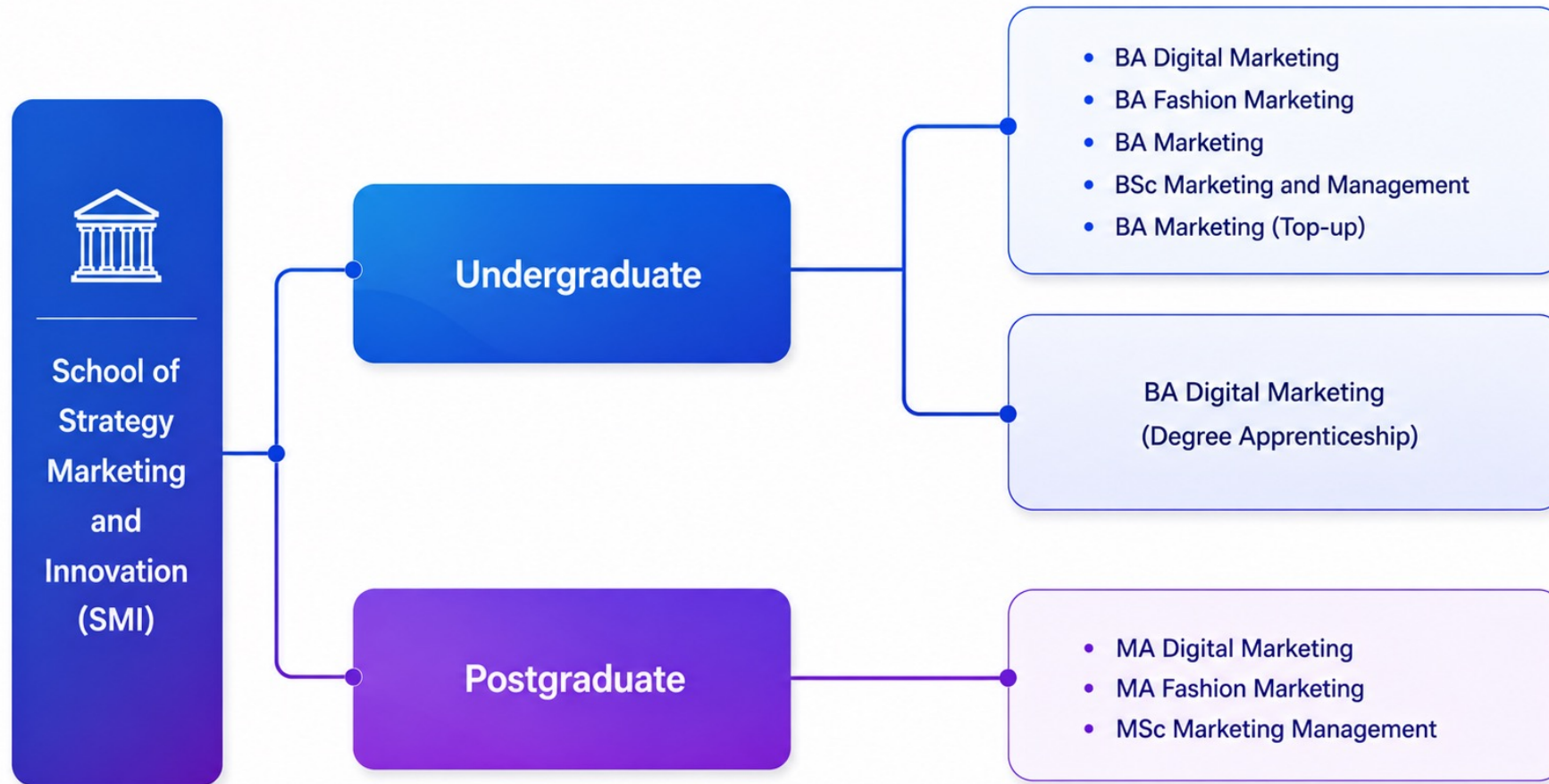
THE Marketing Agency

Transforming
Curriculum
Through Industry-
Led Authentic
Assessment



Session outline

- Intros
- Challenges in Marketing education
- How did we address these through
 - Principles of Authentic Assessment for Marketing Courses
- The Marketing Agency Ecosystem
- The Marketing Agency Framework
- Assessment and Feedback in The Marketing Agency model
- Measuring impact
- Replication Advice



The Challenge in Marketing Education

Are we preparing students for the reality of Marketing work?

Marketing education is evolving faster than traditional curriculum models.

The Challenges in HE	
Employability pressures	Graduates need applied, work-ready skills
Fictional assessments	Students struggle to connect theory to practice
Rapid industry change	AI, analytics and digital tools evolve quickly
Graduate outcomes (B3)	Universities increasingly judged on progression and employment
Student engagement	Students value authentic, meaningful learning
Civic expectations	Universities expected to contribute to local economies



What did we do?



Authentic
Assessment in
ALL Modules



Co-created the
Principles of
Authentic
Assessment for
Marketing
Courses at UoP

Principles of Authentic Assessment for Marketing Courses

1 Industry-Relevant Learning

Authentic assessments should simulate professional marketing challenges, enabling students to apply learning in realistic, industry-relevant contexts.



- Real-world challenges
- Industry context
- Practical application

2 Inclusive Participation

Authentic assessments should enable all students to participate meaningfully, regardless of background, ability, or learning style.



- Equitable access
- Diverse learners
- Multiple ways to engage

3 Collaborative Engagement

Authentic assessments should encourage students to work with others, exchange ideas, and learn through interaction and feedback.



- Work together
- Share ideas
- Learn from each other

4 Employability and Lifelong Skills

Authentic assessments should develop practical, transferable skills that prepare students for professional practice and lifelong learning.



- Transferable skills
- Career readiness
- Lifelong learning

5 Creative and Critical Practice

Authentic assessments should encourage creativity, critical thinking, and problem-solving in response to complex marketing challenges.



- Creativity
- Critical thinking
- Problem-solving



Together, these principles support students to develop confidence, agency, and professional identity.



Authors: Dr Georgiana Busoi,
Marketing Lecturers and Marketing Industry Advisory Board

**Many of us use live briefs.
But live briefs are often
isolated, module-based
experiences. The question
we asked was: what happens
if live client work becomes
the infrastructure of the
curriculum rather than an
add-on?**

How many of our students
graduate have worked with
a real client more than
once and throughout their
whole student journey?

For us, the challenge was
no longer whether
students should engage
with real-world practice,
but how to embed it
meaningfully and
sustainably across the
curriculum.

THE
Marketing
Agency

Fresh ideas. Real insights. Marketing that works.

THE
**Marketing
Agency**

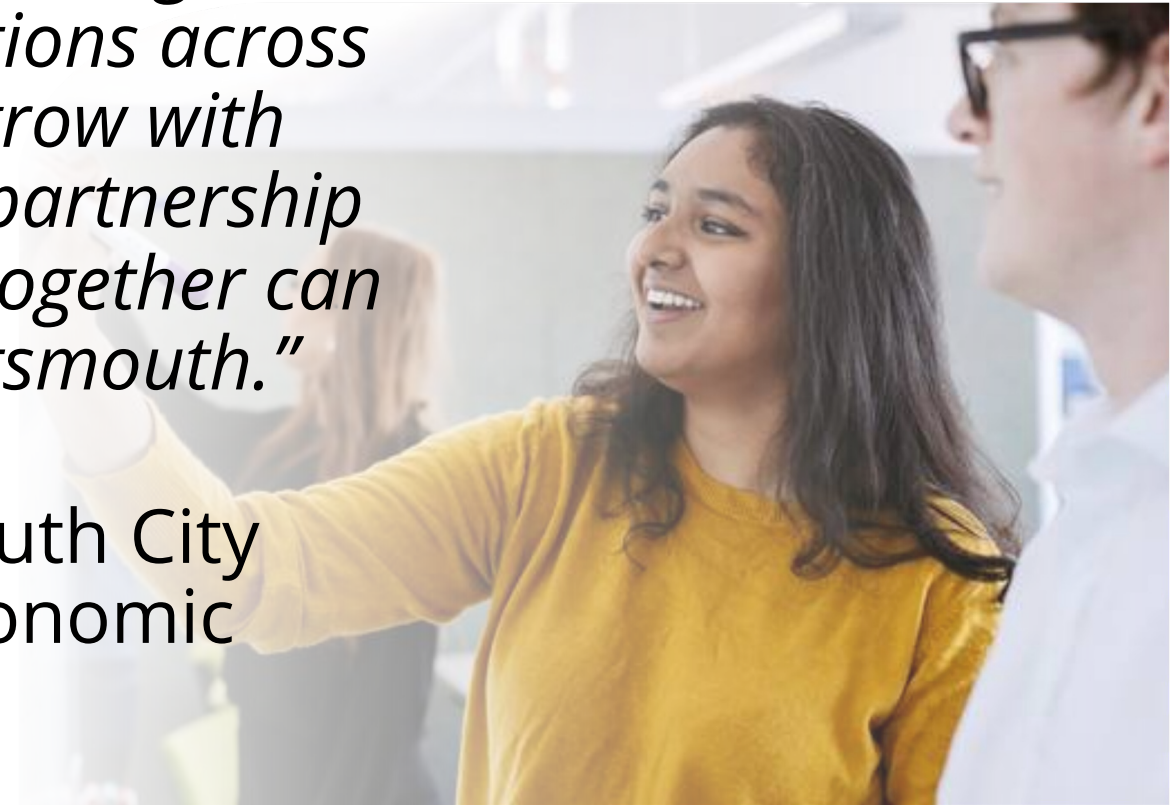
The Marketing Agency, delivered through the **Portsmouth Business Support Service**, offers local businesses free marketing support from industry experts and students. From market research to social media and brand design, we help turn insights into action.

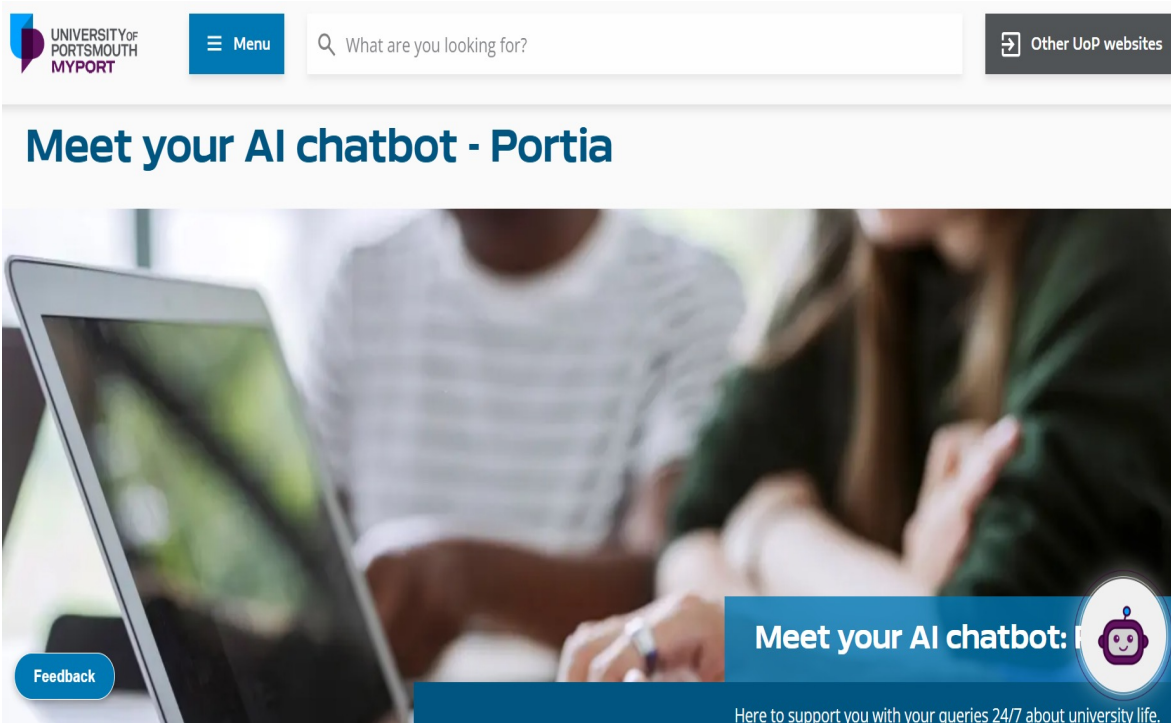


SHAPING
PORTSMOUTH

*“Portsmouth is full of **ambitious, creative**, and determined businesses, and The Marketing Agency gives them an **outstanding** new resource. By linking expert academic support with on-the-ground business needs, we’re helping organisations across the city strengthen their marketing, grow with confidence, and stay competitive. This partnership is a **brilliant** example of how working together can deliver real economic benefit for Portsmouth.”*

Clr Steve Pitt - Leader of Portsmouth City Council with responsibility for economic development





*“This initiative shows how our students’ **talent** and research expertise can drive meaningful impact for local businesses. The Marketing Agency gives students **invaluable** hands-on experience while enabling organisations to make **informed**, strategic decisions. We are proud to collaborate with Portsmouth City Council and Shaping Portsmouth on a programme that supports both learning and economic growth.”*

Professor Anne Murphy Deputy Vice-Chancellor (Education) at the University of Portsmouth

The Ecosystem



The Marketing Agency Framework

A civic-engaged ecosystem connecting local needs, student learning and curriculum impact



A collaborative cycle

Strengthening our curriculum, developing talent and driving local prosperity.

The cycle continues



Responding to Future Local Skills Needs

The cycle continues, ensuring we remain responsive, relevant and future-focused.

THE
**Marketing
Agency**

ASSESSMENT & FEEDBACK IN THE MARKETING AGENCY MODEL

Authentic assessment, academic rigour, real client impact

1. ALIGNMENT TO LEARNING OUTCOMES

Every project is mapped to module and programme learning outcomes to ensure academic rigour and consistency.

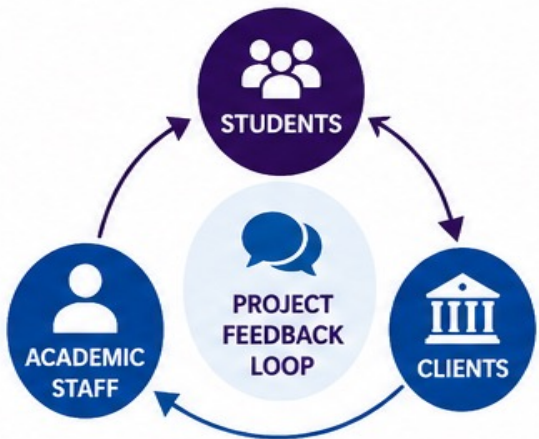
Example Alignment

	Knowledge	Apply marketing theory to real business contexts
	Skills	Research, analysis, strategy development, communication
	Professional Behaviours	Client communication, teamwork, project management
	Graduate Attributes	Employability, adaptability, ethical and civic awareness

Clear alignment ensures assessments are meaningful, comparable and programme-wide.

2. FEEDBACK LOOP: STUDENT, STAFF, CLIENT

Students receive ongoing, meaningful feedback from both academic staff and real clients.



- ✓ Formative feedback at key project milestones
- ✓ Final feedback from client used alongside academic judgement
- ✓ Students reflect on feedback to demonstrate learning growth and professional development

3. EXAMPLE ASSESSMENT STRUCTURE

	Assessment Output	Marketing strategy report and creative deliverables
	Client Input	Briefing, ongoing feedback sessions, final evaluation
	Academic Assessment	Marked against module learning outcomes and academic criteria
	Formative Feedback	Checkpoints with tutor + client at key stages
	Reflective Component	Student reflection on decisions, challenges and professional learning

This ensures authenticity, meets academic standards and supports student development.

WHY THIS MATTERS



Students build confidence, skills and professional identity



Curriculum stays relevant, industry-informed and future-focused



Businesses receive valuable, actionable marketing support



Stronger civic impact and contribution to regional economy

REAL PROJECTS.
REAL FEEDBACK.
REAL IMPACT.

Measuring impact and evidence

Impact is evaluated at three interconnected levels to ensure meaningful, evidence-led outcomes for students, curriculum and the local economy.



Student impact

- ✓ Confidence and professional identity
- ✓ Client communication skills
- ✓ Portfolio development
- ✓ Graduate readiness
- ✓ Employability outcomes
- ✓ Reflective assessment evidence
- ✓ NSS learning opportunities aspirations

Evidence sources

Reflective assessments	Module outcomes	Student feedback	Graduate progression indicators
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Curriculum impact

- ✓ Assessment redesign
- ✓ Skills mapping
- ✓ Curriculum coherence
- ✓ Future-facing curriculum renewal
- ✓ Alignment with evolving marketing practice

Evidence sources

Module review	Assessment redesign	Skills gap identification	Industry-informed curriculum updates
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Civic and economic impact

- ✓ SME support
- ✓ Knowledge exchange
- ✓ University civic role
- ✓ Local business growth support
- ✓ Regional collaboration

Evidence sources

Client feedback	Testimonials	Recommendation implementation	Economic impact monitoring
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Longitudinal feedback process



During projects

Ongoing feedback collected throughout project delivery.



4 months after completion

Follow-up feedback collected through The Marketing Agency Intern.



6 months after completion

Further follow-up through survey to understand longer-term outcomes and sustained impact.



Economic impact

Economic impact evaluation supported by Portsmouth City Council.



Impact is not treated as an outcome of the project – but as part of the ecosystem itself.

Supporting Pompey Women's Team

"Working with The Marketing Agency has been a truly positive experience. As a University of Portsmouth alumni, it's been great to see the University and Shaping Portsmouth collaborate in supporting the growing business of sport. We're all looking forward to the fresh thinking students will bring, particularly in helping grow the visibility of our women's team at an exciting time for women's football."

Matthew Barker

Head of Marketing & Communications

Portsmouth Football Club



What could this look like in your context?

Ask yourselves the following questions

- What existing civic or business partnerships could support this model?
 - Start with one strategic partner
- Where could live client work become programme-level rather than module-level?
 - Build a central project pipeline
- How might impact be measured beyond student satisfaction?
 - Create a shared impact framework
- What institutional, operational or cultural barriers might need to be addressed?
 - Secure institutional buy-in
- How might curriculum structures need to change to sustain authentic client work at scale?
 - Embed authentic assessment across the programme
 - Develop a scalable model



The Marketing Agency Model is designed to be adapted, not replicated!

Find out more

- Visit go.port.ac.uk/TMA
- Scan the QR code →

