



# Identifying the Threshold Concepts in Teaching Marketing: A Pedagogic Research

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# Introduction

This research examines key threshold concepts in marketing pedagogy. It explores the fundamental principles that are essential for marketing education. The study provides insights for educators and enhance the learning experience for students.



# Concept Exploration



## Introduction to Threshold Concepts

Defining the fundamental concept and its impact on education



## Significance in Marketing Education

Understanding the importance of threshold concepts in the marketing domain

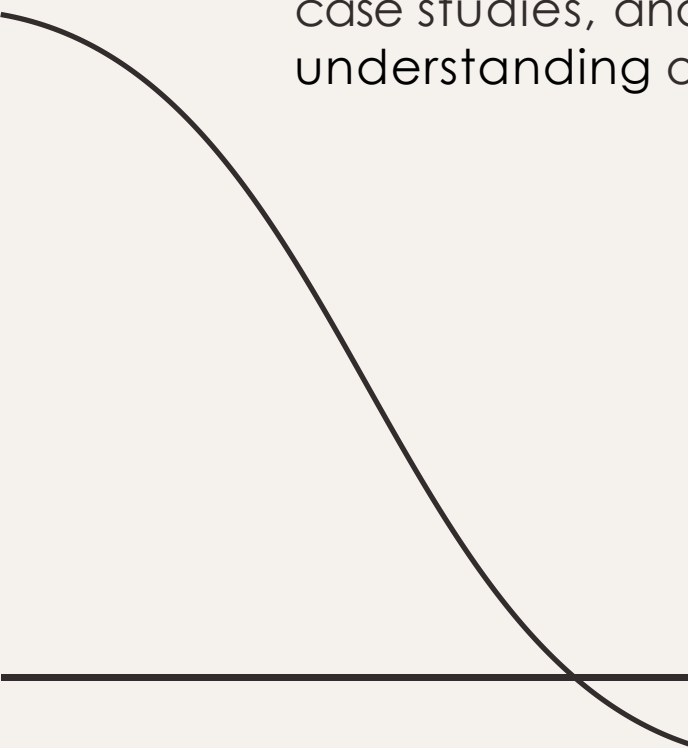
Threshold concepts are transformative, integrative, and irreversible. They represent a portal to a new and previously inaccessible way of thinking about marketing. Understanding these concepts is crucial for students' intellectual development. (Pantano & Priporas, 2019; Meyer & Land, 2005)



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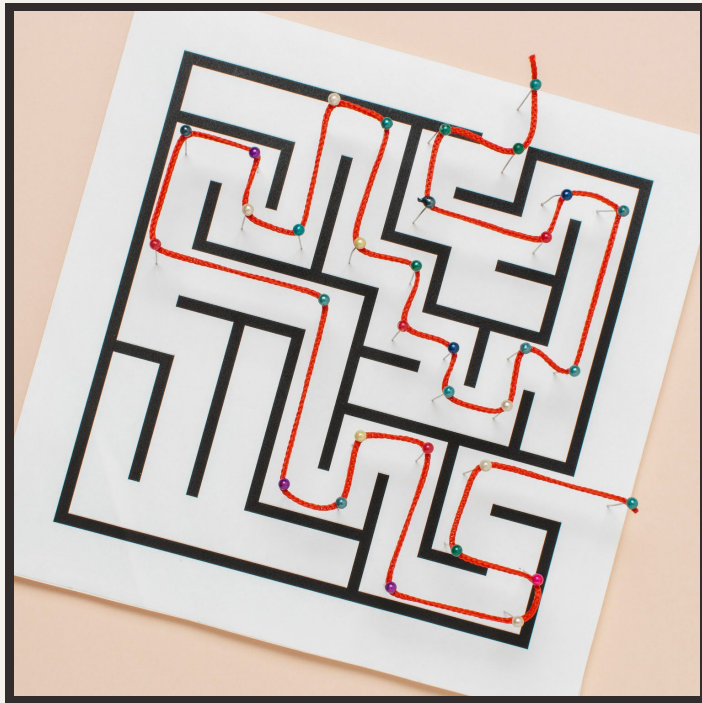
# Pedagogical Strategies

Effective pedagogical strategies for teaching marketing include active learning, case studies, and real-world applications. These methods facilitate deep understanding of threshold concepts and foster critical thinking skills.



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# Challenges and Opportunities



Challenges in teaching threshold concepts include overcoming resistance to new ideas and ensuring students' engagement. However, embracing these concepts presents an opportunity to transform the learning experience and inspire innovation. (Tanner, 2011)

Integrating threshold concepts into the marketing curriculum requires careful planning and collaboration among educators. Emphasising these concepts can enrich the educational experience and prepare students for real-world challenges. (Hawkins & Edwards, 2013)



# Strategies for Enhancing Teaching Practices in Marketing

## Implement Active Learning Techniques

Utilise methods such as case studies and simulations to engage students actively.



## Encourage Critical Thinking

Promote analytical skills by challenging students to assess marketing concepts critically.



## Provide Real-World Applications

Connect theoretical concepts to practical scenarios for better comprehension.



# Impact of Threshold Concepts on Student Learning



# Understanding the Impact of Threshold Concepts on Teaching Strategies in Marketing Education

## Reshaping Teaching Strategies

Understanding how threshold concepts influence the transformation of teaching methods in marketing education.

01



## Revamping Curriculum Design

Analysing the role of threshold concepts in redesigning curriculum structures within the marketing discipline.

02

# Unveiling Marketing's Threshold Concepts



## **Consumer Behaviour Threshold Concept**

Influences on buyer decision-making, impacting marketing strategies.

## **Market Segmentation Complexity**

Understanding diverse consumer groups for targeted marketing efforts.

## **Brand Management Nuances**

Crafting and maintaining brand identity, crucial for market success.

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# Illustrating Practical Examples of Threshold Concepts in Marketing Education



# Conclusion

Unveiling key threshold concepts in marketing pedagogy is crucial for enhancing the learning experience. Educators must embrace these concepts to foster students' intellectual development and prepare them for success in the marketing field.



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# Thanks!

Do you have any questions?

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