



Marketing as Practice

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Academic marketing research has focused disproportionately on studying how organizations *should* conduct marketing but has largely neglected studies of how marketing *is* conducted. The emphasis has been on prescribing marketing to practice rather than studying marketing *as* practice. The result is a paucity of knowledge about the role of marketing in and around organizations. Hence, this *EURAM stream* seeks to open up a space in marketing research devoted to studies of marketing-as-practice.

Drawing on the 'practice turn' in contemporary social theory marketing-as-practice research is concerned with studying marketing practitioners, what praxis or actions they carry out and the practices (symbolic, linguistic and material resources) they draw upon when they enact or perform marketing in organizations. But we also encourage submission that studies local micro-level marketing practice in relation to broader societal forces and discourses. Central is that we are seeking work which penetrates the surface level of marketing; work that generate insights into the ways in which marketing practice is constructed, produced and performed. We invite contributions that focus on, but need not be limited to, the following questions:

- Who is the marketing practitioner? What is the subjectivity of the marketing practitioner?
- What do marketers do? What forms does marketing praxis take?
- How do marketers do marketing? What practices do marketers draw on to enact and perform their professional role?
- What are the role of marketing in the strategy process?
- How does marketing-as-discourse including academic discourse order organizational action and roles?
- How can existing strategy-as-practice research inform marketing-as-practice research?
- How can local intra-organizational marketing practice be understood against common and broad marketing practices?

A special issue on marketing-as-practice will be published in *Scandinavian Journal of Management* with deadline for submissions 30 September 2009. Contact Per Skålén (per.skalen@kau.se) for details.