



# *Pioneering Socioeconomic Solutions & Development*

**Module Code: IE10-32\***

**Module Title: Marketing in Inspiration Economy**

**Faculty: Socioeconomy**

**Level: 10 Semester: Three**

**Credits: 20**

**First year of presentation: 2024**

**Administering Faculty: Prof. Asm Shuhabdeen**

**Pre-requisite or co-requisite modules: None**

## **1.0 Allocation of study and teaching hours**

Student hours allocation	Student Hours	Staff hours
<b>Lectures</b> (Taking Discussion Notes, Participation in Visits and Active Contribution)	<b>80</b>	<b>160</b>
<b>Practical classes/ Presentations/</b> (Module Project & Presentation)	<b>35</b>	<b>20</b>
<b>Inspiration Labs (Project Hubs)</b>	<b>35</b>	<b>20</b>
<b>Self-directed study, Set reading etc.</b> (Student case studies)	<b>15</b>	-
<b>Assignments – preparation and writing</b>	<b>15</b>	<b>10</b>
<b>Examination (Open Book) – Assessment</b>	<b>20</b>	<b>10</b>
<b>TOTAL</b>	<b>200</b>	<b>220</b>

## **2.0 Brief description of aims and content**

The module focus on the type of the marketing strategies needed, besides the approaches that can be applied to have marketing as part of inspiration-based economy, or to utilise inspiration engineering as part of the short term or long-term marketing strategies. The comprehensive practical introduction to marketing target to improve students' ability to make inspiring and effective marketing decisions, including optimising marketing opportunities and developing marketing strategies and implementation plans. The module would cover discussion on how competitiveness and positioning is seen in inspiration driven marketing.

## **3.0 Learning Outcomes**

### **3.1 Knowledge and Understanding**

The students of this module will have acquired the following learning and experience:

- i. Critically Understand why it is important to market the projects of inspiration economy
- ii. Evaluate when and how to put strategy for Inspiration Economy Marketing.
- iii. How to test the effectiveness of Inspiration Economy Marketing.
- iv. Effectively illustrate creation of Inspiration Economy Marketing in real-life situation.
- v. Apply critical thinking in analyses and syntheses of the Inspiration Economy Marketing models and how to improve their outcome.



# *Pioneering Socioeconomic Solutions & Development*

## **3.2 Cognitive/Intellectual skills/Application of Knowledge**

- i. Improve marketing strategies that brings in opportunities;
- ii. Solve, Develop, Improve life and livelihoods conditions through marketing strategies.
- iii. Specialise in developing marketing strategies towards eliminating poverty, improving equality, and empower the vulnerable.
- iv. Work on creating participatory community programs through marketing strategies.
- v. Identify opportunities and work on improving of fostering collective strategies to maximise the successes from the management of change efforts.
- vi. work with the stakeholders to improve the culture of the organisation and adapt to new conditions or ensure the transition or transformation to the new state.

## **3.3 Communication/ICT/Numeracy/Analytic Techniques/Practical Skills**

Having successfully completed the module, students should be able to:

- i. Marketing inspiration economy that help adapt to the required transition.
- ii. Use selected observations and opportunities to enhance marketing outcome towards the required socio-economic change.
- iii. Synthesise and critically evaluate how to market challenges, problems, ideas, opportunities and observations from multiple sources and from different perspectives.

## **3.4 General Transferable Skills**

- i. Identify, or exploit opportunities around the marketing strategies to analyse them to develop short- and long-term solutions.
- ii. Bring in unique marketing strategies that enhance research, and creativity, besides can work with diversified teams.
- iii. Demonstrate profound knowledge in the field of Inspiration Economy and its related practice while applying its relevant theoretical and practical frameworks.
- iv. To synthesise and critically evaluate with empathy challenges, problems, ideas, opportunities and observations from multiple sources and from different perspectives, i.e. with holistic thinking, in order to develop coherent and evidence-based arguments.
- v. Creatively and systematically address complex socioeconomic issues and develop practical and innovative solutions.

## **4.0 Indicative Content**

- i. Introduction to Marketing Strategies for Inspiration Economy Projects
- ii. Role of Inspiration Economy Marketing in enhancing projects sustainability, funding, and generalisation
- iii. Creating successful Marketing approaches with focus on the targeted communities
- iv. Researching how Inspiration Economy can maintain and develop current 'live models'



# Pioneering Socioeconomic Solutions & Development

- v. Presentations and discussions on Marketing models suitable for communities and socio-economic challenges

## 5.0 Learning and Teaching Strategy

	<i>Topics covered</i>	<i>CILOs</i>	<i>Teaching Method</i>	<i>Assessment</i>
1	<i>Introduction to Marketing Strategies for Inspiration Economy Projects</i>	i. . ii. .	<i>Lecture/ Discussion</i>	<i>Active Participation</i>
2	<i>Role of Inspiration Economy Marketing in enhancing projects sustainability, funding, and generalisation</i>	iii. iv.	<i>Lecture/ Case Studies, Students Presentations &amp; Discussion</i>	<i>Assignment #1</i>
3	<i>Creating successful Marketing approaches with focus on the targeted communities</i>	X, xi, xii,	<i>Lecture/ Discussion/ Projects/ Case Study</i>	<i>Case #1 Inception of Module Project</i>
4	<i>Researching how Inspiration Economy can maintain and develop current 'live models'</i>	Viii, xiv	<i>Research Analysis Application</i>	<i>Research &amp; Active Participation</i>
5	<i>Presentations and discussions on Marketing models suitable for communities and socio-economic challenges</i>	Xv, xi,v	<i>Lecture/ Students Presentations, Discussion</i>	<i>Project Continuation</i>

### Open Book Exam

## 6.0 Assessment Strategy

- Taking Discussion Notes,
- Participation in Visits and Active Contribution
- Assignments
- Students Case Studies
- Module Project & Presentation
- Final (Open Book Exam)

## 7.0 Assessment Pattern

Components	Weighting (%)	Learning objectives covered
<b>In-module assessment:</b>	<b>30%</b>	
Taking Discussion Notes, Participation in Visits and Active Contribution		<b>1,2,3,4,5,6</b>
Assignments		
Students Case Studies		
<b>Final assessment:</b>	<b>70%</b>	
Module Project & Presentation	<b>45%</b>	
Final Assessment (Open Book Exam)	<b>25%</b>	<b>1,2,3,4,5</b>



# *Pioneering Socioeconomic Solutions & Development*

## **8.0 Strategy for feedback and student support during module**

Each Presentation is marked, marks post on the module Web on the University Postgraduate Online Campus Platform, with immediate feedback (direct contact with the student or contact through the online modules platform); Specimen examination papers and solutions available.

## **9.0 Indicative Resources**

Besides the international references in the relevance to the module, the following are the IIEP published research:

### Book of Reference No 1

Buheji, M and Ahmed, D (2017) Breaking the Shield - Introduction to Inspiration Engineering (English) Archway Publishing -USA, ISBN- 978-1480848061.

### Book of Reference No 2

Buheji, M. (2018) Re-Inventing Our Lives, A Handbook for Socio-Economic "Problem-Solving", AuthorHouse, UK. ISBN- 978-1-5462-9840-3.

### Paper References

1. Buheji, M (2018) Book Review - The Rise to Market Leadership, International Journal of Business Administration, Vol (9)2, pp. 44-45.

## **10.0 Other resources used (e.g. e-Learning, field visits, periodicals, software, etc.):**

- a) Additional required materials will be provided throughout this module in a soft copy.
- b) Field Visits will be arranged based on students availability in the Morning or Afternoon to certain entities that have managed to bring solutions for complex problems, or have a problem that needs to be investigated.
- c) Case Studies of both Inspiration and Resilience economies and similar concepts that lead to love models creation that influenced the socio-economy.

## **11.0 Module Team (Teaching faculty who will offer the module)**

### **To be announced once HEC give provisional approval**

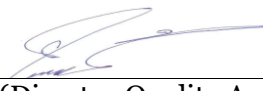

Dr. MOHAMED Buhijji  
Professor FAIZ Galloui  
Professor NADA Trunk  
Dr. DUNYA Ahmed

**Module coordinator:** Dr. Mohamed Buheji & TBA (Program Advisory Board)  
Email: [buhejim@gmail.com](mailto:buhejim@gmail.com)



# Pioneering Socioeconomic Solutions & Development

## UNIT APPROVAL

Faculty	Dean /Director	Date
<b>1</b>	Signature	
	1.Dr. MOHAMED Buheji (Founder International Inspiration Economy Programme)	
	Signature 	
	2. Mr. ....(Director Quality Assurance SIAS) To be recruited once HEC grant provisional approval for SIAS	
<b>2</b>	Signature	
	3.Prof. Dunya Ahmed ( Vice-Chancellor SIAS)	
	Signature 	

## Seen and noted

<b>Library</b>	Signature	
	Print Name Pending Recruitment after HEC approval	
<b>ICT</b>	Signature	
	Print Name Pending Recruitment after HEC approval	
<b>Quality Office</b>	Signature	
	Print Name Pending Recruitment after HEC approval	
<b>VRAF (Director Finance) SIAS</b>	Signature	
	Print Name Pending Recruitment after HEC approval	





# *Pioneering Socioeconomic Solutions & Development*