

Case Study - Marketing and Finance



Mandy Orton

Lecturer in Marketing and Finance

Mandy has worked at Macclesfield College since 2004 teaching across a range of programmes including Foundation Degree in Business Management and Business IT, Foundation degree in Graphics and Digital Media/Creative Arts for employment and Chartered Institute of Marketing Courses up to post graduate level.

Vocational Experience

6 Years Macclesfield College

Job role: Part time lecturer in Marketing and Finance

Responsible for the development and delivery of the Chartered Institute of Marketing Professional Diploma, Professional and Introductory Certificate courses. Lecturing and personal tutoring on Manchester Metropolitan University (MMU) Foundation Degrees. Units currently taught and assessed - Management Accounting, Financial Analysis, Organisational Contexts, Business Planning

6 Years Freelance - Owner Director of APIC Solutions Ltd

Business and Marketing ad hoc consultancy - working with small/medium enterprises
Approved as an Associate company to work with the National Social Marketing Centre/Consumer Focus (Formerly the National Consumer Council)

3 Years The Open University - Business School

Job Role: Associate Lecturer and Examination script marker

Tutoring on distance/blended learning courses – includes on-line support, teaching at day schools, assessment guidance, formative and summative assessment marking.

Current courses: Working and learning–improving performance at work, Marketing and Society - Core elements are Social Marketing, Ethics and Responsible business marketing.



2 Years Architect's Publishing Partnership

Job role: Researcher

Research and collection of information from architects' practices on projects to be featured in bi-annual publications. The work included the construction of databases and the composition of editorial features.

7 Years Freelance Marketing Consultant

Undertook a variety of ad hoc freelance assignments for SUBSL and other clients.

6 Years Salford University Business Services Limited. (SUBSL)

Job role: Consultant

Concerned with providing a range of management support activities to SMEs under the D.T.I. Enterprise Initiatives and market and product research for larger clients. Range of support varied greatly according to the needs of the client, from assisting with top line business/marketing strategies, competitor assessment, analysing and organising existing information, through to conducting surveys, organising and managing promotional campaigns.

2 years Hawke Cable Glands Manufacturer of electrical connections

Job role: Marketing Assistant to Marketing Director (2 year contract)

Involved with the development and launch of new sub-sea division. This included researching potential markets, competitor analysis, organising promotional campaigns including literature, exhibitions, PR, and open days.

Contact Macclesfield College for further information:

Phone 01625 410000 E-mail info@macclesfield.ac.uk Web www.macclesfield.ac.uk

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Qualifications

BSc. Management Science (Marketing)

PGCE

Currently studying for an Open University MA in Distance and Online Learning

Professional Memberships

Member of the Institute for Learning

Associate Member of the Chartered Institute of Marketing

Associate Member of the Market Research Society

Vocational Updating

As Owner Director of APIC Solutions Ltd Mandy is currently working with SMEs on marketing projects, this enables her to bring current business experience to her teaching on both CIM and Foundation degree programmes.

Recent CPD to support teaching role includes Innovation Creativity and Enterprise (ICE) training for Foundation degree delivery MMU Manchester, CIM Tutor training and MMU Teaching and Learning conference.

As Co-investigator Mandy has been involved in an Open University research programme – 'Tutor Perspectives on Work-Based Learning' a study funded by The Open University Business School Practice Based Professional Learning Centre. Mandy has cascaded findings to the Foundation Degree in Business Management team.



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