Contemporary Marketing in Action. The research proposal enables students to identify a problem within marketing in and organisation of their choice or a defined case study and propose an action research plan to address it. The key is to ensure that the focus is on marketing practices and potential problems that might arise for individuals or organisation. The research proposal will prompt the students to not just identify a topic, which they explore at a later date, but rather it will require that students ascertain the scope of their research, its aims, research question and objectives. The submission includes a brief overview of key literature to help illuminate the research question and offers insights into primary evidence based data collection methods and timeline to prompt students’ thinking along the lines if this research is in fact feasible. The purpose of this submission is to enable students to plan their capstone research and to engage with their module tutors in meaningful discussion focused on the chosen pathway focused research topic.