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Marketing Events

View upcoming department events, browse our event archive and find out about our lunchtime seminars and internal doctoral research seminars.

If there are Department of Marketing events listed below, be sure to check the **Business School events page (/schools/business/events/index.aspx)** for school wide events.

Upcoming events

13th International Colloquium on Arts, Heritage, Non-Profit and Social Marketing,"Understanding impact in arts, heritage, social marketing and non profit marketing" (/schools/business/departments/marketing/events/2014/september/13th-international-colloquium-on-arts-heritage-non-profit-social-marketing.aspx)

Wednesday 3rd September 2014

Birmingham Business School, Edgbaston Campus

Previous events

Open all sections

2014

28th February - **Retailing expert and Business School alumna Louise Barnes guest talk (/schools/business/departments/marketing/events/2014/february/retailing-expert-and-business-school-alumna-louise-barnes-guest-talk.aspx)**

Open all sections

2012

5th November - **Acting local, thinking global (/schools/business/departments/marketing/events/2012/november/acting-local-thinking-global.aspx)**

15th May - **George Day - Strategy from the outside in: Profiting from Customer Value (/schools/business/departments/marketing/events/2012/february/may/george-day.aspx)**

14th March - **From Resources to Radical Innovation: A Study of the Contingency Role of Information Search and Strategy Types (/schools/business/departments/marketing/events/2012/march/from-resources-to-radical-innovation.aspx)**

8th March - **Licensing Radical Product Innovations to Speed Up the Diffusion (/schools/business/departments/marketing/events/2012/march/licensing-radical-product-innovations-to-speed-up-the-diffusion.aspx)**

22nd February - **When co-opetition becomes collusion: towards a new understanding of "dark" and "shadow" industrial networks (/schools/business/departments/marketing/events/2012/february/andrew-pressey.aspx)**

Lunchtime seminars

Seminars will take place in the Library, University House, with lunch at 12:30pm and the seminar commencing at 13:00, unless otherwise stated.

2014

22nd January
Dr. Katy Mason - Lancaster University Management School
"The Art of Business Models"

2013

20th November

Dr. Stuart Roper (Manchester Business School)
"Doing well by doing good? A quantitative investigation of the litter effect upon brands."

30th October
Dr. Liu, Warwick Business School
"Bad luck or bad management: how uncertainty about others' influences moderates responses to failures"

25th September
Dr. Robert Caruana (Nottingham University Business Schooll)
"Exploring tourists' accounts of responsible tourism"

Doctoral Researcher Seminars

21st March 2012
Internal Seminars by Doctoral Researchers, **view event details and schedule (/schools/business/departments/marketing/events/internal-seminars.aspx)**

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