

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 \(/schools/business/events/index.aspx\)](/schools/business/events/index.aspx) for school wide events.

Upcoming events

There are no results that match your criteria.

Previous events



2014

[Open all sections](#)

24th November - [Meji Media guest talk \(/schools/business/departments/marketing/events/2014/november/meji-media-guest-talk.aspx\)](/schools/business/departments/marketing/events/2014/november/meji-media-guest-talk.aspx)

7th September - [Assessing potential adoption of hydrogen fuel cell vehicles \(/schools/business/departments/marketing/events/2014/september/assessing-potential-adoption-of-hydrogen-fuel-cell-vehicles.aspx\)](/schools/business/departments/marketing/events/2014/september/assessing-potential-adoption-of-hydrogen-fuel-cell-vehicles.aspx)

3rd September - [13th International Colloquium on Arts, Heritage, Non-Profit and Social Marketing, "Understanding impact in arts, heritage, social marketing and non profit marketing" \(/schools/business/departments/marketing/events/2014/september/13th-international-colloquium-on-arts-heritage-non-profit-social-marketing.aspx\)](/schools/business/departments/marketing/events/2014/september/13th-international-colloquium-on-arts-heritage-non-profit-social-marketing.aspx)

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

2012

[Open all sections](#)

5th November - [Acting local, thinking global \(/schools/business/departments/marketing/events/2012/november/acting-local-thinking-global.aspx\)](/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 \(/schools/business/departments/marketing/events/2012/february/may/george-day.aspx\)](/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 \(/schools/business/departments/marketing/events/2012/march/from-resources-to-radical-innovation.aspx\)](/schools/business/departments/marketing/events/2012/march/from-resources-to-radical-innovation.aspx)

8th March - [Licensing Radical Product Innovations to Speed Up the Diffusion \(/schools/business/departments/marketing/events/2012/march/licensing-radical-product-innovations-to-speed-up-the-diffusion.aspx\)](/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 \(/schools/business/departments/marketing/events/2012/february/andrew-pressey.aspx\)](/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 School)
"Exploring tourists' accounts of responsible tourism"

Doctoral Researcher Seminars

21st March 2012

Internal Seminars by Doctoral Researchers, [view event details and schedule \(/schools/business/departments/marketing/events/internal-seminars.aspx\)](/schools/business/departments/marketing/events/internal-seminars.aspx)

