Marketing news

News

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Professor Simon Collinson shortlisted in Management Book of the Year competition (/schools/business/news/2013/december/professor-simon-collinson-shortlisted-in-management-book-of-the-year-competition.aspx)

Dean of Birmingham Business School's book has been shortlisted in the category of 'Practical Manager' in the Management Book of the Year competition.

04/12/2013

Research (/schools/business/departments/marketing/news/index.aspx?NewsListingOrig_List_GoToPage=5&stylemediatype=print&TaxonomyKey=0/1/187/195), **Social Sciences (/schools/business/departments/marketing/news/index.aspx?NewsListingOrig_List_GoToPage=5&stylemediatype=print&TaxonomyKey=0/1/187/196)**

Professor Isabelle Szmigin discusses Cyber Monday on BBC Radio (/schools/business/departments/marketing/news/2013/december/professor-isabelle-szmigin-discusses-cyber-monday-on-bbc-radio.aspx)

Professor Isabelle Szmigin featured on BBC WM Breakfast radio this morning discussing online shopping and Cyber Monday.

02/12/2013

Research (/schools/business/departments/marketing/news/index.aspx?NewsListingOrig_List_GoToPage=5&stylemediatype=print&TaxonomyKey=0/1/187/195), **Social Sciences (/schools/business/departments/marketing/news/index.aspx?NewsListingOrig_List_GoToPage=5&stylemediatype=print&TaxonomyKey=0/1/187/196)**

FT European Rankings places Birmingham in top 20 of UK Business Schools (/schools/business/news/2013/december/improved-rankings-in-ft-european-business-school-rankings-2013.aspx)

The FT European Business School Rankings 2013 has placed Birmingham Business School within its Top 100 European Business School rankings.

02/12/2013

Social Sciences (/schools/business/departments/marketing/news/index.aspx?NewsListingOrig_List_GoToPage=5&stylemediatype=print&TaxonomyKey=0/1/187/196)

Birmingham Professors discuss "The Business of Business Schools" at annual London conference (/schools/business/news/2013/november/the-business-of-business-schools.aspx)

Two key members of staff from Birmingham Business School took part in the Association of Business Schools (ABS) Annual Conference this week.

27/11/2013

Social Sciences (/schools/business/departments/marketing/news/index.aspx?NewsListingOrig_List_GoToPage=5&stylemediatype=print&TaxonomyKey=0/1/187/196)

Professor Isabelle Szmigin and Jeremy Paxman talk Christmas ads on BBC Newsnight (/schools/business/departments/marketing/news/2013/november/professor-isabelle-szmigin-and-jeremy-paxman-talk-christmas-ads-on-bbc-newsnight.aspx)

Professor Isabelle Szmigin appeared on BBC Newsnight, continuing to offer her expert views on the current state of Christmas ad campaigns.

18/11/2013

Research (/schools/business/departments/marketing/news/index.aspx?NewsListingOrig_List_GoToPage=5&stylemediatype=print&TaxonomyKey=0/1/187/195), **Social Sciences (/schools/business/departments/marketing/news/index.aspx?NewsListingOrig_List_GoToPage=5&stylemediatype=print&TaxonomyKey=0/1/187/196)**

The Christmas ad campaign: Professor Isabelle Szmigin talks to BBC Breakfast (/schools/business/departments/marketing/news/2013/november/the-christmas-ad-campaign-professor-isabelle-szmigin-talks-to-bbc-breakfast.aspx)

Professor Isabelle Szmigin from the Department of Marketing appeared on BBC Breakfast News yesterday morning, discussing Christmas advert campaigns.

07/11/2013

Research (/schools/business/departments/marketing/news/index.aspx?NewsListingOrig_List_GoToPage=5&stylemediatype=print&TaxonomyKey=0/1/187/195), **Social Sciences (/schools/business/departments/marketing/news/index.aspx?NewsListingOrig_List_GoToPage=5&stylemediatype=print&TaxonomyKey=0/1/187/196)**

MSc & MBA programme drop-in sessions at upcoming Postgraduate open day (/schools/business/news/2013/november/msc-mba-programme-drop-in-sessions-at-upcoming-postgraduate-open-day.aspx)

Birmingham Business School will be holding a drop-in session for taught MSc & MBA programmes this month as part of the Postgraduate Open Day.

01/11/2013

Alumni (/schools/business/departments/marketing/news/index.aspx?NewsListingOrig_List_GoToPage=5&stylemediatype=print&TaxonomyKey=0/1/187/188), **Social Sciences (/schools/business/departments/marketing/news/index.aspx?NewsListingOrig_List_GoToPage=5&stylemediatype=print&TaxonomyKey=0/1/187/196)**, **Students (/schools/business/departments/marketing/news/index.aspx?NewsListingOrig_List_GoToPage=5&stylemediatype=print&TaxonomyKey=0/1/187/198)**

Professor Isabelle Szmigin discusses discount stores and supermarkets on BBC WM (/schools/business/departments/marketing/news/2013/october/professor-isabelle-szmigin-discusses-discount-stores-and-supermarkets-on-bbc-wm.aspx)

Last week, Professor Isabelle Szmigin featured on local radio station BBC WM, discussing discount stores and the quality and price of supermarket food.

08/10/2013

Social Sciences (/schools/business/departments/marketing/news/index.aspx?NewsListingOrig_List_GoToPage=5&stylemediatype=print&TaxonomyKey=0/1/187/196)

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