

## Marketing news

## News

Atom Feed (<http://www.birmingham.ac.uk/news/atom-feed/>)**Queen's Speech 2014: Professor Isabelle Szmigin discusses the plastic bag tax** ([/schools/business/departments/marketing/news/2014/june/queens-speech-2014.aspx](http://schools/business/departments/marketing/news/2014/june/queens-speech-2014.aspx))

Professor Isabelle Szmigin discusses the 5p levy on plastic bags that is to be introduced in England.

04/06/2014

[Research](http://schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/195&stylemediatype=print) ([/schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/195&stylemediatype=print](http://schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/195&stylemediatype=print)), [Social Sciences](http://schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/196&stylemediatype=print) ([/schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/196&stylemediatype=print](http://schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/196&stylemediatype=print))

**Combining personalised experiences of online retail into the real world** ([/schools/business/departments/marketing/news/2014/may/professor-isabelle-szmigin-bbc-radio-4.aspx](http://schools/business/departments/marketing/news/2014/may/professor-isabelle-szmigin-bbc-radio-4.aspx))

Professor Szmigin recently appeared on the BBC Radio 4 Today programme discussing innovations to link in internet searches with local businesses.

23/05/2014

[Research](http://schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/195&stylemediatype=print) ([/schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/195&stylemediatype=print](http://schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/195&stylemediatype=print)), [Social Sciences](http://schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/196&stylemediatype=print) ([/schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/196&stylemediatype=print](http://schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/196&stylemediatype=print))

**Birmingham Business School joins the elite of global business schools** ([/schools/business/news/2014/may/birmingham-business-school-joins-the-elite-of-global-business-schools.aspx](http://schools/business/news/2014/may/birmingham-business-school-joins-the-elite-of-global-business-schools.aspx))

Birmingham Business School has been awarded accreditation by the AACSB, confirming its place in the top elite of global business schools and securing the gold standard of 'triple-crown' accreditation.

16/05/2014

[Alumni](http://schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/188&stylemediatype=print) ([/schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/188&stylemediatype=print](http://schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/188&stylemediatype=print)), [International](http://schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/192&stylemediatype=print) ([/schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/192&stylemediatype=print](http://schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/192&stylemediatype=print)), [Research](http://schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/196&stylemediatype=print) ([/schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/196&stylemediatype=print](http://schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/196&stylemediatype=print)), [Students](http://schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/198&stylemediatype=print) ([/schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/198&stylemediatype=print](http://schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/198&stylemediatype=print)), [Teaching](http://schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/199&stylemediatype=print) ([/schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/199&stylemediatype=print](http://schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/199&stylemediatype=print))

**Musicalisation of Running: Experiencing Pleasurable Escape** ([/schools/business/departments/marketing/news/2014/april/musicalisation-of-running.aspx](http://schools/business/departments/marketing/news/2014/april/musicalisation-of-running.aspx))

Dr. Finola Kerrigan discusses the role of music with regards to running, and how some may use it to create soundscapes in order to enhance their running experience.

11/04/2014

[Research](http://schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/195&stylemediatype=print) ([/schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/195&stylemediatype=print](http://schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/195&stylemediatype=print)), [Social Sciences](http://schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/196&stylemediatype=print) ([/schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/196&stylemediatype=print](http://schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/196&stylemediatype=print)), [Sport](http://schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/197&stylemediatype=print) ([/schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/197&stylemediatype=print](http://schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/197&stylemediatype=print))

**Birmingham Three Minute Thesis Competition** ([/schools/business/research/news/2014/april/birmingham-three-minute-thesis-competition.aspx](http://schools/business/research/news/2014/april/birmingham-three-minute-thesis-competition.aspx))

The Three Minute Thesis (3MT®) competition returns this year which challenges PhD students to effectively communicate the significance of their research in just three minutes.

07/04/2014

[Research](http://schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/195&stylemediatype=print) ([/schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/195&stylemediatype=print](http://schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/195&stylemediatype=print)), [Social Sciences](http://schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/196&stylemediatype=print) ([/schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/196&stylemediatype=print](http://schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/196&stylemediatype=print)), [Students](http://schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/198&stylemediatype=print) ([/schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/198&stylemediatype=print](http://schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/198&stylemediatype=print))

**Professor Isabelle Szmigin features on BBC One's 'Rip Off Britain'** ([/schools/business/departments/marketing/news/2014/march/professor-isabelle-szmigin-rip-off-britain-food.aspx](http://schools/business/departments/marketing/news/2014/march/professor-isabelle-szmigin-rip-off-britain-food.aspx))

Professor Szmigin recently appeared on the BBC One program 'Rip Off Britain', discussing the marketing of food.

31/03/2014

[Research](http://schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/195&stylemediatype=print) ([/schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/195&stylemediatype=print](http://schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/195&stylemediatype=print)), [Social Sciences](http://schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/196&stylemediatype=print) ([/schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/196&stylemediatype=print](http://schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/196&stylemediatype=print))

**Business School Doctoral Scholarships available for 2014/15** (<http://www.birmingham.ac.uk/schools/business/research/doctoral-research/research-scholarships.aspx>)

Birmingham Business School is pleased to announce a number of PhD scholarships for the 2014/2015 academic year in the areas of Accounting and Finance, Economics, Management and Marketing.

28/03/2014

[Alumni](http://schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/188&stylemediatype=print) ([/schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/188&stylemediatype=print](http://schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/188&stylemediatype=print)), [International](http://schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/192&stylemediatype=print) ([/schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/192&stylemediatype=print](http://schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/192&stylemediatype=print)), [Research](http://schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/196&stylemediatype=print) ([/schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/196&stylemediatype=print](http://schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/196&stylemediatype=print)), [Students](http://schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/198&stylemediatype=print) ([/schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/198&stylemediatype=print](http://schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/198&stylemediatype=print))

**Discussion paper series; three new papers now available** (<http://www.birmingham.ac.uk/schools/business/research/birmingham-business-school-discussion-paper-series.aspx>)

'Brand recognition', 'Hong Kong's growth enterprise market' and 'Global value chains and industrial relations research' are the topics covered in the latest Business School discussion papers.

27/03/2014

[Research](http://schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/195&stylemediatype=print) ([/schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/195&stylemediatype=print](http://schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/195&stylemediatype=print)), [Social Sciences](http://schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/196&stylemediatype=print) ([/schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/196&stylemediatype=print](http://schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/196&stylemediatype=print)), [Students](http://schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/198&stylemediatype=print) ([/schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/198&stylemediatype=print](http://schools/business/departments/marketing/news/index.aspx?TaxonomyKey=0/1/187/198&stylemediatype=print))

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