

## Marketing news

## News

Atom Feed (<http://www.birmingham.ac.uk/news/atom>)**Eye on the prize: Coca-Cola's magic has always been in mischievous marketing** ([/schools/business/departments/marketing/news/2015/january/coca-cola-marketing.aspx](http://schools/business/departments/marketing/news/2015/january/coca-cola-marketing.aspx))

Professor Isabelle Szmigin of the Department of Marketing considers Coca-Cola's recent sponsorship deal with the London Eye and the wider implications of the product's promotion in the ongoing health debate.

22/01/2015

[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 Means Business Research Showcase** ([/schools/business/news/2014/november/birmingham-means-business-research-showcase.aspx](http://schools/business/news/2014/november/birmingham-means-business-research-showcase.aspx))

The Birmingham Means Business showcase was held to demonstrate how our academic research can help businesses and voluntary organisations in the region take advantage of a booming local economy.

07/11/2014

[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))
**University of Birmingham wins Outstanding International Strategy** ([/schools/business/news/2014/july/university-of-birmingham-wins-outstanding-international-strategy.aspx](http://schools/business/news/2014/july/university-of-birmingham-wins-outstanding-international-strategy.aspx))

The University recently won the Times Higher Education Leadership and Management Award (THELMA) for its bold approach to securing its position in Brazil as the higher education institute partner of choice.

04/07/2014

[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)), [Social Sciences](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))
**The Cappingini Community Challenge at Birmingham Business School** ([/schools/business/news/2014/june/cappingini-community-challenge.aspx](http://schools/business/news/2014/june/cappingini-community-challenge.aspx))

The third annual Cappingini Community Challenge was held, which sees University of Birmingham students working in consultancy teams to provide solutions for third sector clients.

24/06/2014

[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))
**University of Birmingham wins award for Best Careers Support for International Students** (<http://www.birmingham.ac.uk/news/latest/2014/06/University-of-Birmingham-wins-award-for-Best-Careers-Support-for-International-Students.aspx>)

The University of Birmingham Careers Network has been recognised for its excellence in providing careers support for international students.

20/06/2014

[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)), [Social Sciences](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)), [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))
**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))
**Birmingham Business School climbs rankings within The Complete University Guide 2015** ([/schools/business/news/2014/may/complete-university-guide-2015.aspx](http://schools/business/news/2014/may/complete-university-guide-2015.aspx))

Birmingham Business School shows improved rankings within The Complete University Guide 2015.

29/05/2014

[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)), [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))
**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))

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