Hazel Westwood

Director of Undergraduate Business with Communications Programmes

The Department of Marketing

Contact details

Email h.westwood@bham.ac.uk (mailto:h.westwood@bham.ac.uk)

Birmingham Business School
University House
Birmingham
B15 2TT
University of Birmingham
Edgbaston
Birmingham
B15 2TT
UK

About

Hazel has a 25 year background in the broadcast & media industry, including 18 years on screen for Sky News. She runs media consultancy projects and works closely with a number of media partners across the city. Her close affiliation with the Business School began in 2003 with the development of modules which reflect the growing importance of PR and business communications in the marketing mix.

Her other projects across the University include the studio launch of the Universitas 21 summer school, communication programmes for the Ford Foundation, Chevening Scholars, and for the International MBA Public Policy Marketing module.

Hazel has introduced, podcasting, social networking and twitter onto modules offered by the school's Marketing Department.

Qualifications

MA (Distinction)

Teaching

- Module Leader, MBA Business Communications.
- Visiting Lecturer, MSc PR & Media Skills.
- Visiting Lecturer BSc Business Communications, Public Relations, New Media Internal/External Comms.
- Web cast Producer.

Research

- Audience fragmentation and layering
- The role of the media in emergencies and crises (RUSI paper 2008)
- News imitation in new media marketing tools
- Web 2.0 and digital media's shaping of the public relations industry

Other activities

Visiting Lecturer, Cornell University, NY.

© University of Birmingham 2015